

Semester                      Course No.                      Enrollment                      ICES #1\*                      ICES #2\*\*  
August 2002

VITA

**Sharon Shavitt**

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BIRTHDATE:                                              October 24, 1959

EDUCATION:

- B.A.                      Ohio State University, 1981.  
Degree awarded Cum laude.  
Major: Psychology.
- M.A.                      Ohio State University, 1983.  
Major: Social Psychology
- Ph.D.                      Ohio State University, 1985.  
Major: Social Psychology  
Minors: Industrial/Organizational Psychology,  
Quantitative Psychology

POSITIONS AT COLLEGES AND UNIVERSITIES:

Professor, Department of Business Administration, Department of Psychology, Institute of Communications Research, University of Illinois, August 2001-

Professor, Department of Advertising, Department of Psychology, Institute of Communications Research, University of Illinois, August, 2000-July 2001.

Associate Professor, Department of Advertising, Department of Psychology, University of Illinois, 1993-2000.

Research Associate Professor, Institute of Communications Research, University of Illinois. January, 1996-2000.

Assistant Professor, Department of Advertising, Department of Psychology, University of Illinois. August, 1987 to July, 1993.  
NIMH Postdoctoral Research Fellow, Department of Psychology, Indiana University. Collaborative research with Steven J. Sherman and Russell H. Fazio. October, 1985 to August, 1987.

Other Current University Appointments:

Research Professor, Survey Research Laboratory, University of Illinois, 1999-

Professor (Adjunct), Norwegian School of Economics and Business Administration, Bergen, 2000-

Member of Honors Faculty, Campus Honors Program, University of Illinois, 1999-

MEMBERSHIP IN ACADEMIC ORGANIZATIONS:

American Psychological Association  
    Division 8 (Society for Personality and Social Psychology)  
    Division 23 (Society for Consumer Psychology)  
Association for Consumer Research  
American Academy of Advertising  
American Association for Public Opinion Research  
American Marketing Association  
Midwestern Psychological Association

POSITIONS IN ACADEMIC ORGANIZATIONS:

Member, Education and Training Committee, Society for Consumer Psychology, 1991-

Chair, Scientific Affairs Committee, and Member of Executive Board, Society for Consumer Psychology, 1991-1993.

Member, Selection Committee, ACR-Sheth Foundation Dissertation Proposal Award, Cross-Cultural Track, 2001.

ACADEMIC HONORS:

University of Illinois "List of Excellent Teachers," as rated by students, in Fall 1991, Fall 1992, Fall 1996, Fall 1998, Spring 1999, Fall 2001

Nominated to run for Presidency of Society for Consumer Psychology, 2001

RESEARCH GRANTS AND CONTRACTS:

Fetzer Institute Grant, for survey and experimental research on effects of frequency scales on self-reports of health and behavior, 2000 (\$28,000).

American Academy of Advertising Research Fellowship Award, "Chronometric exploration of consumption constellations," with Tina Lowrey, Basil Englis, and Michael Solomon, 1993 (\$3000).

University of Illinois Research Board Grants, 1990, 2002.

University of Illinois Scholars' Travel Fund Awards: 1987, 1988, 1989, 1991, 1993, 1997, 2001.

#### PUBLICATIONS:

##### Books

Shavitt, S. and Brock, T.C. (1994). Persuasion: Psychological insights and perspectives. Needham Heights, MA: Allyn and Bacon. Edited volume.

##### Book Chapters

Brock, T.C., and Shavitt, S. (1983). Cognitive responses in advertising. In L. Percy & A.G. Woodside (Eds.), Advertising and consumer psychology. Lexington, Mass.: D.C. Heath and Company. Pp. 91-116.

Shavitt, S. and Brock, T.C. (1986). Self-relevant responses in commercial persuasion: Field and experimental tests. In K. Sentis & J. Olson (Eds.), Advertising and consumer psychology, Volume 3, New York: Praeger Publishers. Pp. 149-171.

Shavitt, S. (1989). Operationalizing functional theories of attitude. In A.R. Pratkanis, S.J. Breckler, & A.G. Greenwald (Eds.), Attitude structure and function. Hillsdale, NJ: Erlbaum. Pp. 311-337.

Brock, T.C., Shavitt, S., and Brannon, L.A. (1994). Getting a handle on the ax of persuasion. In S. Shavitt & T.C. Brock (Eds.), Persuasion: Psychological insights and perspectives. Needham Heights, MA: Allyn and Bacon. Pp. 1-14.

Nelson, M.R., Shavitt, S., Schennum, A., and Barkmeier, J. (1997). Prediction of long-term advertising effectiveness: New cognitive response approaches. In W. Wells (Ed.), Measuring advertising effectiveness. Hillsdale, NJ: Erlbaum. Pp. 133-155.

Shavitt, S. and Nelson, M. (1997). Comments on Chapter 8 (by P. Levenson and M. Blackston). In W. Wells (Ed.), Measuring advertising effectiveness. Hillsdale, NJ: Erlbaum. Pp. 128-132.

Shavitt, S., and Nelson, M.R. (1999). The social identity function in person perception: Communicated meanings of product preferences. In G.R. Maio and J.M. Olson (Eds.), Why we evaluate: Function of attitudes. Mahwah, N.J.: Erlbaum. Pp. 37-57.

Shavitt, S., and Nelson, M.R. (2001). On the dynamic and goal-oriented nature of (candidate) evaluations. In J. Kuklinski (Ed.), Citizens and politics: Perspectives from political psychology. Cambridge, England: Cambridge University Press. Pp. 227-240.

Shavitt, S. and Wanke, M. (2001). Consumer behavior. In A. Tesser and N. Schwarz (Eds.), Blackwell handbook of social psychology, Volume 1: Intraindividual processes. Oxford, UK: Blackwell Publishers. Pp. 569-590.

Shavitt, S. and Nelson, M.R. (in press). The role of attitude functions in persuasion and social judgment. To appear in J.P. Dillard and M. Pfau (Eds.), The persuasion handbook: Theory and practice. Thousand Oaks, CA: Sage. Pp. 137-153.

#### Articles in Refereed Journals

Lynn, W.M., Shavitt, S. and Ostrom, T.M. (1985). Effects of pictures on the organization and recall of social information. Journal of Personality and Social Psychology, 49, 1160-1168.

Sanbonmatsu, D.M., Shavitt, S., Sherman, S.J., and Roskos-Ewoldsen, D.R. (1987). Illusory correlation in the perception of performance by self or a salient other. Journal of Experimental Social Psychology, 23, 518-543.

Shavitt, S. (1990). The role of attitude objects in attitude functions. Journal of Experimental Social Psychology, 26, 124-148.

Shavitt, S. and Brock, T.C. (1990). Delayed recall of copytest responses: The temporal stability of listed thoughts. Journal of Advertising, 19 (4), 6-17.

Sanbonmatsu, D.M., Shavitt, S., and Sherman, S.J. (1991). The role of personal relevance in the formation of distinctiveness-based illusory correlations. Personality and Social Psychology Bulletin, 17, 124-132.

Shavitt, S. and Fazio, R.H. (1991). Effects of attribute salience on the consistency between attitudes and behavior predictions. Personality and Social Psychology Bulletin, 17, 507-516.

Wyer, R.S., Budesheim, T.L., Shavitt, S., Riggle, E.J., Melton, J., and Kuklinski, J.H. (1991). Image, issues and ideology: The processing of information about political candidates. Journal of Personality and Social Psychology, 61, 533-545.

Shavitt, S. (1992). Evidence for predicting the effectiveness of value-expressive versus utilitarian appeals: A reply to Johar and Sirgy. Journal of Advertising, 21 (2), 47-51.

Shavitt, S., Lowrey, T.M., and Han, S. (1992). Attitude functions in advertising: The interactive role of products and self-monitoring. Journal of Consumer Psychology, 1 (4), 337-364.

Han, S., and Shavitt, S. (1994). Persuasion and culture: Advertising appeals in individualistic and collectivistic societies. Journal of Experimental Social Psychology, 30, 326-350.

Sanbonmatsu, D.M., Shavitt, S., and Gibson, B.D. (1994). Salience, set size, and illusory correlation: Making moderate assumptions about extreme targets. Journal of Personality and Social Psychology, 66, 1020-1033.

Shavitt, S., Swan, S., Lowrey, T.M., and Wanke, M. (1994). The interaction of endorser attractiveness and involvement in persuasion depends on the goal that guides message processing.

Journal of Consumer Psychology, 3, 137-162.

Shavitt, S., Lowrey, P.M., and Haefner, J.E. (1998). Public attitudes toward advertising: More favorable than you might think. Journal of Advertising Research, 38 (4), 7-22.

Schlosser, A., Shavitt, S., and Kanfer, A. (1999). Survey of internet users' attitudes toward internet advertising. Journal of Interactive Marketing, 13 (3), 34-54.

Schlosser, A. and Shavitt, S. (1999). Effects of an approaching group discussion on product responses. Journal of Consumer Psychology, 8 (4), 377-406.

Shavitt, S., Sanbonmatsu, D.M., Smittipatana, S., and Posavac, S.S. (1999). Broadening the conditions for illusory correlation formation: Implications for judging minority groups. Basic and Applied Social Psychology, 21, 263-279.

Maheswaran, D. and Shavitt, S. (2000). Issues and new directions in global consumer psychology. Journal of Consumer Psychology, 9 (2), 59-66.

Lowrey, T.M., Englis, B.G., Shavitt, S., and Solomon, M.R. (2001). Response latency verification of consumption constellations: Implications for advertising strategy. Journal of Advertising, 30 (1), 29-39.

Schlosser, A. and Shavitt, S. (2002). Anticipating discussion about a product: Rehearsing what to say can affect your judgments. Journal of Consumer Research, 29 (1), 101-115.

Nelson, M.R. and Shavitt, S. (2002). Horizontal and vertical individualism and achievement values: A multi-method examination of Denmark and the U.S. Journal of Cross-Cultural Psychology, forthcoming.

#### Published Proceedings

Shavitt, S. and Brock, T.C. (1984). Consumer research validity: The effect of social settings on cognitive responding to television commercials. In T. Kinnear (Ed.), Advances in consumer research, Vol. 11, Provo, UT: Association for Consumer Research. Pp. 18-23.

Shavitt, S. and Brock, T.C. (1985). Improving cognitive response prediction of persuasion: Towards a semantic hierarchy. In D. Stewart (Ed.), Proceedings of the Division of Consumer Psychology. San Antonio: American Psychological Association. Pp. 13-14.

Shavitt, S. (1989). Individual differences in consumer attitudes and behavior. In T.K. Srull (Ed.), Advances in consumer research, Volume 16, Provo, UT: Association for Consumer Research. Pp. 51-55.

Shavitt, S. (1989). Products, personalities, and situations in attitude functions: Implications for consumer behavior. In T.K. Srull (Ed.), Advances in consumer research, Volume 16, Provo, UT: Association for Consumer Research. Pp. 300-305.

Shavitt, S., and Fazio, R.H. (1990). Effects of attribute salience on the consistency of product evaluations and purchase predictions. In G.J. Gorn & M.E. Goldberg (Eds.), Advances in

consumer research, Volume 17. Provo, UT: Association for Consumer Research. Pp. 91-97.

Shavitt, S., and Lowrey, T.M. (1992). Attitude functions in advertising effectiveness: The interactive role of product type and personality type. In J. Sherry & B. Sternthal (Eds.), Advances in consumer research, Volume 19. Provo, UT: Association for Consumer Research. Pp. 323-328.

Kim, K.S., and Shavitt, S. (1993). Toward a model of attitude reuse versus recomputation. In K. Finlay, A. A. Mitchell & F.C. Cummins (Eds.), Proceedings of the Society for Consumer Psychology. Clemson, S.C.: CtC Press. Pp. 105-110.

Schlosser, A., and Shavitt, S. (1996). Anticipating focus group discussion: Effects on product thoughts. In G. Wilcox (Ed.), Proceedings of the American Academy of Advertising. Omnipress. Pp. 140-145.

Shavitt, S., Nelson, M.R., and Yuan, R.M.L. (1997). Exploring cross-cultural differences in cognitive responding to ads. In M. Brucks and D.J. MacInnis (Eds.) Advances in consumer research, Volume 24. Provo, UT: Association for Consumer Research. Pp. 245-250.

Schlosser, A., and Shavitt, S. (1998). Applying traditional attitude models to understand the effectiveness of internet advertising. In K. Machleit and M. Campbell (Ed.) Proceedings of the Society for Consumer Psychology. Clemson. S.C.: CtC Press. p. 171 (abstract).

Sivadas, E., Bruvold, N.T., Nelson, M.R., and Shavitt, S. (2000). A cross-national examination of horizontal and vertical individualism and collectivism: Measurement and impact on consumer decision making. In M.C. Gilly and J. Meyers-Levy (Eds.) Advances in consumer research, Volume 28. Provo, UT: Association for Consumer Research. p. 136 (abstract).

Shavitt, S., Zhang, J., and Johnson, T.P. (in press). Horizontal and vertical orientations in cross-cultural consumer persuasion. In S. Broniarczyk and K. Nakamoto (Eds.) Advances in consumer research, Volume 29. Provo, UT: Association for Consumer Research (abstract).

### Book Reviews

Brock, T.C. and Shavitt, S. (1985). Personal values affect consumers' behavior, don't they? Review of "Personal values and consumer psychology" by R.E. Pitts, Jr. & A.G. Woodside. Contemporary Psychology, 30, 968-969.

Shavitt, S. (1996). Review of "Consumer involvement: Concepts and research" by P. Laaksonen. Journal of Marketing Research, 32, 115-116.

Shavitt, S. (1997). Review of "The White House speaks: Presidential leadership as persuasion" by C.A. Smith and K.B. Smith. Political Psychology, 18, 531-533.

Shavitt, S. (1997). A strong approach to attitude strength. Review of "Attitude strength: Antecedents and consequences" by R.E. Petty and J.A. Krosnick (Eds.). Contemporary Psychology, 42

(8), 691-692.

#### Editorial Boards

Editorial Board, Personality and Social Psychology Bulletin, 1992-1995.

Co-editor (with D. Maheswaran) of special issue of Journal of Consumer Psychology on Cultural Psychology, 2000, Volume 9 (2).

Policy Board, Journal of Consumer Research, 2000- .

Editor Selection Committee, for Monographs of the Journal of Consumer Research, 2001- .

Associate Editor, Journal of Consumer Psychology, 2002-2005 term.

#### Editorial Service (Including Ad Hoc Reviews and Proceedings)

Reviewer for:

Journal of Consumer Research  
Journal of Consumer Psychology  
Journal of Marketing  
Journal of Marketing Research  
Psychology and Marketing  
Journal of Personality and Social Psychology  
Journal of Experimental Social Psychology  
Personality and Social Psychology Bulletin  
Basic and Applied Social Psychology  
Journal of Research in Personality  
British Journal of Social Psychology  
Journal of Applied Social Psychology  
Journal of Advertising  
Journal of International Marketing

Program Committee, Association for Consumer Research Conference, 1994.

Program Committee, Advertising and Consumer Psychology Conference, 2002.

Reviewer for conferences of:

Association for Consumer Research  
Association for Consumer Research -- Europe  
Society for Consumer Psychology -- Winter  
Society for Consumer Psychology -- Summer  
American Marketing Association -- Winter  
American Marketing Association -- Summer  
European Marketing Academy  
American Academy of Advertising

SEMINAR AND CONFERENCE PAPERS PRESENTED:

#### Outside UIUC

Conference Papers:

Shavitt, S. (1982). Recent research in corrective advertising: An evaluation of the evaluations. In T.C. Brock (Chair), Deception in national advertising. Presented at the meeting of the Evaluation Research Society/Evaluation Network, Baltimore, October.

Shavitt, S. and Brock, T.C. (1983). Schematic biases in evaluation: Applications from cognitive social psychology. In L. Bickman (Chair), Social psychological applications to the evaluation enterprise. Presented at the meeting of the Evaluation Research Society/Evaluation Network, Chicago, October.

Shavitt, S., Lynn, W.M., and Ostrom, T.M. (1983). Effects of pictures on the organization and recall of social information. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

Shavitt, S., and Brock, T.C. (1984). The self in cognitive responding. Presented at the Nags Head Conference on Attitudes and Influence, Nags Head, May.

Shavitt, S., and Brock, T.C. (1984). The self-relevant dimension of cognitive responses in persuasion. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

Shavitt, S., and Brock, T.C. (1985). Delayed reproduction of cognitive responses: Evidence for temporal stability. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

Carnot, C., Shavitt, S. and Brock, T.C. (1985). Manipulating beliefs about beliefs: Perceived self-relevance of thoughts leads to persistence of persuasion. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

Shavitt, S. (1986). Attitude functions affect informational bases of attitudes. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

Shavitt, S., and Brock, T.C. (1986). Attitude functions affect persuasiveness of appeals. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

- Shavitt, S. (1987). Operationalizing functional theories of attitude. In A.R. Pratkanis (Chair), Attitude structure and function. Presented at the Annual Meeting of the American Psychological Association, New York, August.
- Shavitt, S., and Fazio, R.H. (1987). Attitude functions in the attitude-behavior relationship. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Sanbonmatsu, D.M., Shavitt, S., Sherman, S.J., and Roskos-Ewoldsen, D.R. (1987). Illusory correlation in the perception of performance by self or a salient other. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Shavitt, S. and Fazio, R.H. (1988). Attitude functions and self-monitoring in the attitude-behavior relation. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Shavitt, S., Han, S., Kim, Y.C., and Tillman, C. (1988). Attitude objects and self-monitoring interactively affect attitude functions. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Han, S., Shavitt, S., and O'Guinn, T.C. (1989). The influence of classroom role playing on students' political preferences. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Shavitt, S., Sherman, S.J., and Sanbonmatsu, D.M. (1989). The role of personal relevance in the formation of distinctiveness-based illusory correlations. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Fuhrman, R., and Shavitt, S. (1990). Effects of goal priming on the speed and favorableness of attitude judgments. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Lowrey, T., and Shavitt, S. (1991). Attitude functions in advertising: Product category and self-monitoring interactively affect choice of appeals. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Swan, S., Shavitt, S., and Lowrey, T. (1992). The effects of attribute salience, involvement, and source attractiveness on persuasion: Turning a peripheral cue into substantive information. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Shavitt, S., and Nelson, M.R. (1995). The communicative value of products: Effects of product usage on person judgments. Presented at the Annual Meeting of the Society for Experimental Social Psychology, Washington D.C., September.
- Smittipatana, S., Posavac, S.S., Sanbonmatsu, D.M., and Shavitt, S. (1995). The role of set size and distinctiveness in illusory correlation. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.
- Schlosser, A., and Shavitt, S. (1996). Anticipating group discussion: Effects on the attitude functions of product

thoughts. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

Shavitt, S., and Nelson, M. R. (1996). Communicative social identity: Effects of product usage on person judgments. In J. Olson & G. Maio (Chairs), Why we evaluate: Functions of attitudes. Presented at the Annual Meeting of the American Psychological Association, Toronto, August.

Lowrey, P., Shavitt, S., and Haefner, J. (1997). Public attitudes toward advertising: More positive than you think. Presented at the Association for Consumer Research Conference, Denver, October.

Nelson, M.R., and Shavitt, S. (1997). Examining horizontal and vertical dimensions of individualism: The importance of cultural values. In J. Klein & Z. Gurhan (Chairs), Cross-cultural differences in perception of self and others: The effect of cultural orientation and shared history on consumer responses. Presented at the Association for Consumer Research Conference, Denver, October.

Schlosser, A., and Shavitt, S. (1997). Effects of anticipating a focus group discussion on responses to a focal product. In G. Menon & S. Sen (Chairs), The impressionable self: Micro and macro social influences in consumer judgments. Presented at the Association for Consumer Research Conference, Denver, October.

Shavitt, S., and Nelson, M.R. (1998). Observations on cultural differences in consumer behavior. In L. Price (Chair), The role of culture in psychological processes. Presented at the Winter Conference of the Society for Consumer Psychology, Austin, February.

Schlosser, A., and Shavitt, S. (1999). The effect of interactive advertising on attitude resistance. In S. Schlosser (Chair), Harnessing the power of interactivity: Implications for consumer behavior in online environments. Presented at the Association for Consumer Research Conference, Columbus, October.

Shavitt, S. (2000). How to pursue a career in consumer psychology. In C. Haugtvedt (Chair), Graduate programs and careers in consumer psychology, advertising, and marketing research. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, May.

Shavitt, S. (2000). Psychological approaches to understanding consumer behavior. Presented at the American Association of Advertising Agencies Conference, "Theories of Consumption," Chicago, May.

Shavitt, S., Zhang, J., and Johnson, T.P. (2001). Horizontal and vertical orientations in cross-cultural consumer persuasion. In S. Shavitt & J.A. Lee (Chairs), Beyond broad cross-cultural classifications: Implications for understanding consumer responses. Presented at the Association for Consumer Research Conference, Austin, October.

Zhang, J. and Shavitt, S. (2002). Cultural values reflected in Chinese and U.S. advertisements: Examining the moderating role of media type and product characteristics. To be presented at the Association for Consumer Research Conference, Atlanta, October.

Invited Lectures:

New York University, Department of Marketing, "Self-Relevant Cognitive Responses in Persuasion," October 1984.

University of Michigan, Department of Marketing, "Self-Relevant Cognitive Responses in Persuasion," November 1984.

University of Massachusetts, Department of Psychology, "Self-Relevant Cognitive Responses in Persuasion," January 1985.

University of Southern California, Annenberg School of Communications, "Self-Relevant Cognitive Responses in Persuasion," January 1986.

Indiana University, Department of Psychology, "The Role of Attitude Objects in Attitude Functions," October 1986.

Michigan State University, Department of Psychology, "The Role of Attitude Objects in Attitude Functions," November 1986.

University of California at Santa Cruz, Department of Psychology, "The Role of Attitude Objects in Attitude Functions," January 1987.

Indiana University, Department of Psychology, "Illusory Correlation in the Perception of Performance by Self versus Others," April 1987.

Multi-Ad Services, Peoria, Illinois, "Attitude functions: Implications for persuasion," March 1988.

Ohio State University, Department of Psychology, "Contextual influences on the attitude-behavior relation," November 1989.

Purdue University, Department of Psychological Sciences, "Attitude functions in advertising: The interactive role of products and self-monitoring," November 1992.

Champaign-Urbana Ad Club, "Psychology and advertising," April 1994.

Tel-Aviv University, College of Business, "The social identity function in person perception: Communicated meanings of product preferences," April 1996.

Ohio State University, Department of Psychology, "The social identity function in person perception: Communicated meanings of product preferences," March 1997.

Ohio State University, Department of Psychology, "Effects of an approaching group discussion on product responses," March 1997.

DDB Needham Advertising, "Culture and advertising: Implications for ad effectiveness," October 1997.

Norwegian School of Economics and Business Administration, Department of Marketing, "Cross-cultural differences in advertising," September 1998.

University of Chicago, Graduate School of Business, Department of Marketing Management, "Effects of an approaching group discussion on product responses," January 1999.

Purdue University, Department of Psychological Sciences, "Effects of an approaching group discussion on product responses," September 1999.

Portoroz, Slovenia, Media Pool, Seminar on Media Planning, "The effect of medium on attitudes toward advertising: Surveys and implications," November 1999.

University of Haifa, Israel, Department of Communications, "Effects of an approaching group discussion on cognitive responses," June 2000.

Fetzer Institute, Kalamazoo, Michigan, Grant Recipient Seminar, "The effect of frequency scales on self-reports of severe pain symptoms," September 2000.

Norwegian School of Economics and Business Administration, Department of Marketing, "Effects of an approaching group discussion on product responses," August 2001.

Norwegian School of Economics and Business Administration, Department of Marketing, "The effect of interactive advertising on attitude resistance," August 2001.

#### At UIUC

Department of Advertising, "The Role of Attitude Objects in Attitude Functions," December 1986.

Survey Research Laboratory, "Attitude Functions and their Implications for Attitude Measurement," December 1988.

Conference on Political Psychology, Urbana, "Political evaluations from the perspective of a consumer psychologist," June 1993.

Personality and Social Ecology Seminar, "The social identity function in person perception: Communicated meanings of product preferences," October 1996.

Social Cognition Seminar, Department of Psychology, "Effects of an approaching group discussion on product responses," February, 1997.

Campus Honors Program, Scholar Adventurer Series, "Researching cultural differences in advertising: Conceptual advances and methodological challenges," November 1998.

National Center for Supercomputing Applications, Executive Education Program, "Culture and advertising," February 1999.

Personality and Social Ecology Seminar, "Effects of an approaching group discussion on product responses," February 1999.

Department of Advertising, "Culture and advertising: Implications for advertising content and persuasiveness," March 1999.

Social Cognition Seminar, "Effects of an approaching group discussion on product responses," September 1999.

Workshop on Advertising Strategy and Information Technology in Tourism, "The effect of interactive advertising on attitude resistance," November 1999.

Communication Research Proseminar, "Quantitative methods: Survey research," February 2000

Media Studies program, College of Communications, "Quantitative methods: Experimental research," February 2000

Marketing Proseminar, "Effects of an approaching group discussion on product responses," April 2000.

Communication Research Proseminar, "The effect of interactive advertising on attitude resistance," February 2001.

Social-Personality-Organizational Colloquium, "Vertical and horizontal cultural orientations: Implications for persuasive messages," March, 2002.

Midwest Marketing Camp, "Anticipating discussion about a product: Rehearsing what to say can affect your judgments," June, 2002.

#### DISCUSSANT, SESSION CHAIR, CONFERENCE ORGANIZER:

##### Discussant

Shavitt, S. (1989). Individual differences in consumer attitudes and behavior. In Competitive Paper Session on Individual Differences in Consumer Behavior. Presented at the Association for Consumer Research Conference, Honolulu, October.

Shavitt, S. (2001). Toward new conceptualizations of culture in consumer response: In L. Lau & D.A. Briley (Chairs), The dynamic nature of culture and consumer behavior. Presented at the Association for Consumer Research Conference, Austin, October.

##### Session Chair

S. Shavitt (Chair), Motivational factors in consumer attitudes and behaviors: Methodological and conceptual developments. Association for Consumer Research Conference, Honolulu, October 1988.

S. Shavitt (Chair), Toward a redefinition of "attitude" in consumer research. Association for Consumer Research Conference, New Orleans, October 1989.

K.S. Kim & S. Shavitt (Chairs), The long-term stability of attitudes: Examining the factors affecting attitude persistence. Annual Meeting of the American Psychological Association, Toronto, August 1993.

S. Schlosser & S. Shavitt (Chairs), Applying traditional attitude models to understand the effectiveness of internet advertising. Winter Conference of the Society for Consumer Psychology, Austin, February 1998.

S. Shavitt & J.A. Lee (Chairs), Beyond broad cross-cultural classifications: Implications for understanding consumer responses. Association for Consumer Research Conference, Austin, October 2001.

#### Conference Organizer

Proposed and organized "UIUC Conference on Surveys in the 21<sup>st</sup> Century," sponsored by the UI Survey Research Laboratory. The conference brought together over 60 participants from across the campus to attend workshops and exchange ideas geared to improving the quality of survey research. Nineteen professors and administrators representing 14 different campus units gave research presentations at the conference. November 1999. Assisted in organizing the Seymour Sudman Symposium, Allerton Conference Center, May 2001.

#### INSTRUCTIONAL INNOVATIONS AND DEVELOPMENTS:

Proposed and developed new Campus Honors Program course, "Psychology of Advertising" (cross-listed as Adv 199/Psych 199). Awarded competitive course development grant from Campus Honors Program for this course. Taught for 1<sup>st</sup> time in Spring 1999, with core course evaluation on CHP form: 4.7/5

Proposed and developed new course in Department of Advertising, "Persuasion and Consumer Response" (Adv 394). Taught for 1<sup>st</sup> time in Fall 2001, with mean core evaluation on CEQ form: 4.8/5

Member, Curriculum Revision Committee, Department of Advertising, 1998-2001. Committee examined multiple alternatives and proposed broad revision of undergraduate curriculum.

Chair, Courses and Curricula Committee, College of Communications, 2000-01. Oversaw approval of course additions and changes,

including the Advertising Department's proposal for a new curriculum.

OTHER TEACHING RELATED ACTIVITIES:

Executive Development Program, Department of Advertising, taught each Summer, 1995-2001. Taught Promotions Case modules (Case Method Framework and Promotions Case Analysis), Copytesting module.

Organized and Supervised extra-curricular presentations by selected student teams from Advertising Campaigns class (Adv 392), 1995-2000. Campaign recommendations presented to:

Leo Burnett Company:	Walt Disney World account, 1995
	VarsityBooks.com account, 2000
BBD0, Chicago:	Oprah Winfrey Show account, 1998
President, Peapod.com:	Peapod.com account, 1999

Executive Development Workshop on Advertising Strategy and Information Technology in Tourism, lectured on, "The effect of interactive advertising on attitude resistance." Workshop sponsored by UIUC National Laboratory for Tourism and eCommerce, November 1999.

Executive Development Workshop on Media Planning, lectured on, "The effect of medium on attitudes toward advertising: Surveys and implications." Workshop sponsored by Media Pool, Slovenia, November 1999.

Office of Strategic Business Initiatives, Illinois MBA Program, Faculty Advisor to project titled, "Country Insurance and Financial Services," 2001-2002.

Executive MBA Program, Norwegian School of Economics and Business Administration. Research and Measurement Case modules, Promotions Case analysis, Copytesting module, August 2002.