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ZIVA KUNDA

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EDUCATION:

Ph.D. 1985
Department of Psychology
University of Michigan.

M.A. 1985
Department of Psychology
University of Michigan.

Graduate Studies 1978 - 1980
Department of Psychology
Hebrew University of Jerusalem
Israel.

B.A. July 1978
Hebrew University of Jerusalem
Major: Psychology.

EMPLOYMENT:

Professor 1997 - Present
Psychology Department
University of Waterloo

Associate Professor 1992 - 1997
Psychology Department
University of Waterloo

Assistant Professor 1985 - 1992
Psychology Department
Princeton University

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ACADEMIC HONORS

Excellence Fellowship Award. Department of Psychology, Hebrew University of Jerusalem. 1978-1980.

Rackham Fellowship Award. Department of Psychology, University of Michigan. 1983-1984.

Society of Experimental Social Psychology Dissertation Award. 1986.

Fellow, American Psychological Association. 2003.

GRANTS:

“Goal directed inference” NIMH grant #1 RO1 MH42239-01A1, US\$244,662 in direct costs for the period 3.1.88 to 6.30.92.

“Exploring the processes underlying motivated reasoning” University of Waterloo SSHRC bridging grant, CDN\$3,300 for the period 11.1.92 to 12.31.93.

“Motivated reasoning” NSERC grant, CDN\$63,000 in direct costs for the period 4.1.93 to 3.31.96.

“Maintaining stereotypes by subtyping deviants: The role of justification construction”. SSHRC grant, CDN\$90,000 in direct costs for the period 4.1.93 to 3.31.97.

“Motivated inhibition.” NSERC grant, CDN\$66,000 in direct costs for the period 4.1.98 to 3.31.02.

“The impact of role models on the self. University of Waterloo SSHRC grant, CDN\$3150 for the period 10.15.98 to 10.15.99.

“The dynamic time course of stereotype activation.” SSHRC grant, CDN\$84,000 in direct costs for the period 4.1.99 to 3.31.02.

"Understanding and overcoming cultural divides." SSHRC grant, CDN\$123,505 in direct costs for the period 4.1.03 to 3.31.06.

PUBLICATIONS:

Kunda, Z., & Schwartz, S. H. (1983). Undermining intrinsic moral motivation: External rewards and self-presentation. Journal of Personality and Social Psychology, 45, 763-771.

Nisbett, R.E., Krantz, D.H., Jepson, C., & Kunda, Z. (1983). The use of statistical heuristics in everyday inductive reasoning. Psychological Review, 90, 339-363.

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Nisbett, R.E., & Kunda, Z. (1985). Perception of social distributions. Journal of Personality and Social Psychology, 48, 297-311.

Kunda, Z., & Nisbett, R.E. (1986). The psychometrics of everyday life. Cognitive Psychology, 18, 195-224.

Markus, H., & Kunda, Z. (1986). Stability and malleability in the self-concept. Journal of Personality and Social Psychology, 51, 858-866..

Kunda, Z. & Nisbett, R.E. (1986). Prediction and the partial understanding of the law of large numbers. Journal of Experimental Social Psychology, 22, 339-354.

Thagard, P. & Kunda, Z. (1987). Hot cognition: Mechanisms for motivated inference. In E. Hunt (Ed.) Proceedings of the ninth annual conference of the cognitive science society. (pp. 753-763). Hillsdale, NJ: Erlbaum.

Kunda, Z. (1987). Motivated inference: Self-serving generation and evaluation of causal theories. Journal of Personality and Social Psychology, 53, 636-647.

Kunda, Z. & Nisbett, R.E. (1988). Predicting individual evaluations from group evaluations and vice versa: Different patterns for self and other? Personality and Social Psychology Bulletin, 14, 326-334.

Kunda, Z., & Sanitioso, R. (1989). Motivated changes in the self-concept. Journal of Experimental Social Psychology, 25, 272-285.

* Kunda, Z. (1990). The case for motivated reasoning. Psychological Bulletin, 108, 480-498.

Kunda, Z., Miller, D.T., & Claire, T. (1990). Combining social concepts: The role of causal reasoning. Cognitive Science, 14, 551-577.

Sanitioso, R., Kunda, Z., & Fong, G.T. (1990). Motivated recall of autobiographical memories. Journal of Personality and Social Psychology, 59, 229-241.

Sanitioso, R., & Kunda, Z. (1991). Ducking the collection of Costly evidence: Motivated use of statistical heuristics. Journal of Behavioral Decision Making, 4, 161-176.

Kunda, Z. & Sanitioso, R. (1991). Motivational versus cognitive accounts: Response to Pitz. Journal of Behavioral Decision Making, 4, 177-178.

Klein, W., & Kunda, Z. (1992). Motivated person perception: Constructing justifications for desired beliefs. Journal of Experimental Social Psychology, 28, 145-168.

Kunda, Z. (1992). Can dissonance theory do it all? Psychological Inquiry, 3, 337-339.

* One of the 25 most cited papers in psychology, 1990-1994. Source: APS Observer, Jan. 1996.

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- Kunda, Z., & Sherman-Williams, B. (1993). Stereotypes and the construal of individuating information. Personality and Social Psychology Bulletin, 19, 90-99.
- Kunda, Z., Fong, G. T., Sanitioso, R., & Reber, E. (1993). Directional questions direct self-perceptions. Journal of Experimental Social Psychology, 29, 63-86.
- Klein, W., & Kunda, Z. (1993). Maintaining Self-Serving Social Comparisons: Biased Reconstruction of One's Past Behaviors. Personality and Social Psychology Bulletin, 19, 732-739.
- Klein, W., & Kunda, Z. (1994). Exaggerated self-assessments and the preference for controllable risks. Organizational Behavior and Human Decision Processes, 59, 410-427.
- Kunda, Z. & Oleson, K. (1995). Maintaining stereotypes in the face of disconfirmation: Constructing grounds for subtyping deviants. Journal of Personality and Social Psychology, 68, 565-579.
- Kunda, Z., & Thagard, P. (1996). Forming impressions from stereotypes, traits, and behaviors: A parallel-constraint-satisfaction theory. Psychological Review, 103, 284-308.
- Kunda, Z., Sinclair, L., & Griffin, D. (1997). Equal ratings, but separate meanings: Stereotypes and the construal of traits. Journal of Personality and Social Psychology, 72, 720-734.
- Kunda, Z., & Oleson, K. (1997). When exceptions prove the rule: How extremity of deviance determines deviants' impact on stereotypes. Journal of Personality and Social Psychology, 72, 965-979.
- Lockwood, P. & Kunda, Z. (1997). Superstars and me: Predicting the impact of role models on the self. Journal of Personality and Social Psychology, 73, 91-103.
- Kunda, Z. (1998). Parallel processing in person perception: Implications for two-stage models of attribution. In J. M. Darley & J. Cooper (Eds.), Attribution and social interaction: The legacy of Edward. E. Jones, pp. 115-126. Washington, DC: APA Press.
- Thagard, P. & Kunda, Z. (1998). Making sense of people: Coherence mechanisms. In S. Read & L. C. Miller (Eds.), Connectionist models of social reasoning and social behavior, pp. 3-26. Hillsdale, NJ: Erlbaum.
- Kunda, Z. (1999). Parallel processing of stereotypes and behaviors. In S. Chaiken & Y. Trope, Dual-process theories in social psychology, pp. 314-322. New York: Guilford.
- Lockwood, P. & Kunda, Z. (1999). Increasing the salience of one's best selves can undermine inspiration by outstanding role models. Journal of Personality and Social Psychology, 76, 214-228.
- Kunda, Z. & Sinclair, L. (1999). Motivated reasoning with stereotypes: Activation, application, and inhibition. Psychological Inquiry, 10, 12-22.

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Dunning, D., Kunda, Z., & Murray, S. L. (1999). What the commentators motivated us to think about. Psychological Inquiry, 10, 79-82..

Sinclair, L. & Kunda, Z. (1999). Reactions to a Black professional: Motivated inhibition and activation of conflicting stereotypes. Journal of Personality and Social Psychology, 77, 885-904.

Lockwood, P. & Kunda, Z. (2000). Outstanding role models: Do they inspire or demoralize us? In A. Tesser, J. Suls, & R. Felson (Eds.). Psychological perspectives on self and identity, pp. 147-171. Washington, D. C. APA Press.

Sinclair, L. & Kunda, Z. (2000). Motivated stereotyping of women: She's fine if she praised me but incompetent if she criticized me. Personality and Social Psychology Bulletin, 26, 1329-1342.

Kunda, Z., Davies, P. G., Adams, B. D., Spencer, S. J. (2002). The dynamic time course of stereotype activation: Activation, dissipation, and resurrection. Journal of Personality and Social Psychology, 82, 283-299.

Lockwood, P., Jordan, C., & Kunda, Z. (2002). Motivation by positive or negative role models: Regulatory focus determines who will best inspire us. Journal of Personality and Social Psychology, 83, 854-864.

Kunda, Z., Davies, P., Hoshino-Browne, E. & Jordan, C. (2002). The impact of comprehension goals on the ebb and flow of stereotype activation during interaction. In S.J. Spencer, S. Fein, M.P. Zanna, & J.M. Olson (Eds.) Motivated Social Perception: The Ontario Symposium, (Vol. 9, pp. 1-20). Mahwah, NJ: Erlbaum.

Kunda, Z. & Spencer, S. J. (2003). When do stereotypes come to mind and when do they color judgment? A goal-based theoretical framework for stereotype activation and application. Psychological Bulletin, 129, 522-544.

BOOKS:

Kunda, Z. (1999). Social Cognition: Making sense of people. Cambridge, MA: The MIT Press.