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EDUCATION BACKGROUND:

1974-1979 *University of California, Los Angeles*
Ph.D. Psychology, 1979; M.A. Psychology, 1975
Major field: Social Psychology
Minor fields: Personality, Political Psychology

1970-1974 *Stanford University*
B.A. Psychology, with Honors, 1974

PROFESSIONAL ASSOCIATIONS:

American Political Science Association
Association for Psychological Science
International Society for Political Psychology
Midwest Political Science Association
Society for Experimental Social Psychology
Southern Political Science Association

PROFESSIONAL EXPERIENCE:

2013 - Distinguished Professor, Rutgers University
2011 - Director, Center of the Experimental Study of Politics and Psychology (CESPP)
2008 - 2013 Professor II, Rutgers University
2006 - 2009 Vice Chair for Graduate Education, Political Science Dept, Rutgers University
2003 - 2006 Director, Whitman Center for the Study of Democracy, Rutgers University
2000 - 2001 Fellow, Center for the Study of Democratic Politics, Princeton University
1993 - 2008 Professor I, Rutgers University
1990 - 1993 Associate Professor, Rutgers University
1985 - 1990 Associate Professor, Carnegie Mellon University.
1980 - 1985 Assistant Professor, Carnegie Mellon University.
1979 - 1980 Instructor, University of California, Los Angeles.

RECENT TEACHING:

Graduate Classes: Political Psychology; Public Opinion; Beginning Statistics; Multivariate Statistics; Advanced Statistical Techniques.

Undergraduate Classes: Decision Processes in American Political Institutions; Elections and Participation; Political Psychology; Quantitative Study of Elections; Introduction to Research Methods in Political Science.

JOURNAL ARTICLES:

- Lau, Richard R., Parina Patel, Dalia F. Fahmy, and Robert R. Kaufman. *In press*. "Correct Voting Across 33 Democracies." *British Journal of Political Science*, forthcoming.
- Ditonto, Tessa M., Richard R. Lau, and David O. Sears. 2013. "AMPing Racial Attitudes: Comparing the Predictive Power of Explicit and Implicit Measures of Racial Prejudice in the 2008 ANES Survey." *Political Psychology*, 34(August): 487 - 510.
- Lau, Richard R. 2013. "Correct Voting in the 2008 U.S. Presidential Nominating Elections." *Political Behavior*, 35(June): 331 - 355. [doi:10.1007/s11109-012-9198-9]
- Lau, Richard R., and Caroline Heldman. 2009. "Self-Interest, Symbolic Attitudes, and Support for Public Policy: A Multilevel Analysis." *Political Psychology*, 30(August): 513 - 537.
- Lau, Richard R., and Ivy Brown Rovner. 2009. "Negative Campaigning." *Annual Review of Political Science*, Volume 12, 285 - 306.
- Lau, Richard R., David J. Andersen, and David P. Redlawsk. 2008. "An Exploration of Correct Voting in Recent U.S. Presidential Elections." *American Journal of Political Science*, 52(April): 395 - 411.
- Lau, Richard R., and David P. Redlawsk.. 2008. "Older but Wiser? The Effects of Age on Political Cognition." *Journal of Politics*, 70(February): 168 - 185.
- Lau, Richard R., Lee Sigelman, and Ivy Brown Rovner. 2007. "The Effects of Negative Political Campaigns: A Meta-Analytic Reassessment." *Journal of Politics*, 69(November): 1176 - 1209.
- Geer, John G., and Richard R. Lau. 2006. "A New Approach for Studying Campaign Effects." *British Journal of Political Science*, 36(April): 269 - 290.
- Lau, Richard R., and Mark Schlesinger. 2005. "Policy Frames, Metaphorical Reasoning, and Support for Public Policies." *Political Psychology*, 26(February): 77 - 114.
- Lau, Richard R., and Gerald M. Pomper. 2002. "Effectiveness of Negative Campaigning in U.S. Senate Elections." *American Journal of Political Science*, 46(January): 47 - 66.
- Lau, Richard R. and David P. Redlawsk. 2001. "Advantages and Disadvantages of Cognitive Heuristics in Political Decision Making." *American Journal of Political Science*, 45(October): 951 - 971. [Reprinted in Richard G. Niemi, Herbert F. Weisberg, and David C. Kimball, (Eds.) *Controversies in Voting Behavior*, 5th edition. Washington, D.C.: CQ Press, 2011.]
- Lau, Richard R., and Gerald M. Pomper. 2001. "Effects of Negative Campaigning on Turnout in U.S. Senate Elections, 1988-1998." *Journal of Politics*, 63(August): 804 - 819.
- Lau, Richard R., and Gerald M. Pomper. 2001. "Negative Campaigning by U.S. Senate Candidates." *Party Politics*, 7(January): 69 - 87.
- Schlesinger, Mark, and Richard R. Lau. 2000. "The Meaning and Measure of Policy Metaphors." *American Political Science Review*, 94(September): 611 - 626.
- Lau, Richard R., Lee Sigelman, Caroline Heldman, and Paul Babbitt. 1999. "The Effects of Negative Political Advertisements: A Meta-Analytic Review." *American Political Science Review*, 93(December): 851 - 875.

- Lau, Richard R., and Jack S. Levy. 1998. "Contributions of Behavioral Decision Theory to Research in Political Science." *Applied Psychology: An International Review*, 47(January): 29 - 44.
- Lau, Richard R. and David P. Redlawsk. 1997. "Voting Correctly." *American Political Science Review*, 91(September): 585 - 599. [Reprinted in Richard G. Niemi and Herbert F. Weisberg, (Eds.) *Controversies in Voting Behavior*, 4th edition. Washington, D.C.: CQ Press, 2001.]
- Lau, Richard R. 1994. "An Analysis of the Accuracy of 'Trial Heat' Polls in the 1992 Presidential Election." *Public Opinion Quarterly*, 58(Spring): 2 - 20. [Featured in Carolyn Frankfort-Nachmias, and David Nachmias *Research Methods in the Social Sciences* (5th edition). New York: St. Martin's Press, 1996; and by J. Scott Armstrong in the *International Journal of Forecasting*, 1994, Volume 10, pp. 473 - 474.]
- Lau, Richard R., Richard A. Smith, and Susan T. Fiske. 1991. "Political Beliefs, Policy Interpretations, and Political Persuasion." *Journal of Politics*, 53(August): 644 - 675.
- Lau, Richard R., Marilyn J. Quadrel, and Karen A. Hartman. 1990. "Development and Change of Young Adults' Preventive Health Beliefs and Behavior: Influence from Parents and Peers." *Journal of Health and Social Behavior*, 31(September): 240 - 259.
- Quadrel, Marilyn J., and Richard R. Lau. 1990. "A Multivariate Analysis of Adolescents' Orientations Toward Physician Use." *Health Psychology*, 9(November): 753 - 776.
- Lau, Richard R., David O. Sears, and Tom Jessor. 1990. "Fact or Artifact Revisited: Survey Instrument Effects and Pocketbook Politics." *Political Behavior*, 12(September): 217 - 242.
- Fiske, Susan T., Richard R. Lau, and Richard A. Smith. 1990. "On the Variety and Utility of Political Knowledge Structures." *Social Cognition*, 8(Spring): 31 - 48. [Reprinted in Jon Krosnick (Ed.) *Thinking about Politics: Comparisons of Experts and Novices*. New York: Guilford Press, 1990.]
- Erber, Ralph, and Richard R. Lau. 1990. "Political Cynicism Revisited: The Role of Political Schemata in the Decline of Trust in Government." *American Journal of Political Science*, 34(February): 237 - 253.
- Lau, Richard R. 1989. "Individual and Contextual Influences on Group Identification." *Social Psychology Quarterly*, 52(September): 220 - 231.
- Quadrel, Marilyn J., and Richard R. Lau. 1989. "Health Promotion, Health Locus of Control, and Health Behavior: Two Field Experiments." *Journal of Applied Social Psychology*, 19(December): 1497 - 1521.
- Lau, Richard R. 1989. "Construct Accessibility and Electoral Choice." *Political Behavior*, 11(March): 5 - 32.
- Lau, Richard R., Teresa M. Bernard, and Karen A. Hartman. 1989. "Further Explorations of Common Sense Representations of Common Illness." *Health Psychology*, 8(June): 195 - 219.
- Sidanius, Jim, and Richard R. Lau. 1989. "Political Sophistication and Political Deviance: A Matter of Context." *Political Psychology*, 10(March): 85 - 109.

- Lau, Richard R., and Steven Klepper. 1988. "The Development of Health-Related Beliefs: Children Aged 6 - 12." *Journal of Health and Social Behavior*, 29(June): 149 - 168.
- Lau, Richard R., Karen A. Hartman, and John E. Ware, Jr. 1986. "Health Value: Methodological and Theoretical Considerations." *Health Psychology*, 5(January): 25 - 43.
- Lepper, Mark R., Lee Ross, and Richard R. Lau. 1986. "Persistence of Inaccurate Beliefs about the Self: Perseverance Effects in the Classroom." *Journal of Personality and Social Psychology*, 50(March): 482 - 491.
- Lau, Richard R. 1985. "Two Explanations for Negativity Effects in Political Behavior." *American Journal of Political Science*, 29(February): 119 - 138.
- Lau, Richard R. 1984. "Dynamics of the Attribution Process." *Journal of Personality and Social Psychology*, 46(May): 1017 - 1028. [Featured in R.E. Smith, R.G. Sarason, and Richard R. Sarason, *Psychology: The Frontiers of Behavior* (3rd Edition). NY: Harper and Row, 1986.]
- Lau, Richard R., and Hartman, Karen A. 1983. "Common Sense Representations of Common Illnesses." *Health Psychology*, 2(March): 167 - 185.
- Sears, David O., and Richard R. Lau. 1983. "Inducing Apparently Self-Interested Political Preferences: An Experiment." *American Journal of Political Science*, 27(May): 223 - 252.
- Guttek, Barbara A., Harris M. Allen, Tom R. Tyler, Richard R. Lau, and Ann Majchrzak. 1983. "The Importance of Internal Referents as Determinants of Satisfaction." *Journal of Community Psychology*, 11(May): 111 - 120.
- Lau, Richard R. 1982. "Negativity in Political Perception." *Political Behavior*, 4(December): 353 - 378.
- Lau, Richard R., Steve Williams, Linda C. Williams, John E. Ware, Jr. and Robert H. Brook. 1982. "Psychosocial Problems in Chronically Ill Children: Physician Concern, Parent Satisfaction, and the Validity of Medical Records." *Journal of Community Health*, 7(Summer): 250 - 261.
- Lau, Richard R. 1982. "The Origins of Health Locus of Control Beliefs." *Journal of Personality and Social Psychology*, 42(February): 322 - 334.
- Lau, Richard R. and David O. Sears. 1981. "Cognitive Links Between Economic Grievances and Political Responses." *Political Behavior*, 3(December): 279 - 302.
- Lau, Richard R. and John E. Ware, Jr. 1981. "Refinements in the Measurement of Health-specific Locus of Control Beliefs." *Medical Care*, 19(November): 1147 - 1158.
- Lau, Richard R., and Dan Russell. 1980. "Attributions in the Sports Pages." *Journal of Personality and Social Psychology*, 39(July): 29 - 38. [Reprinted in Anne Peplau, David O. Sears, Shelly E. Taylor, and John L. Freedman, (Eds.) *Readings in Social Psychology* (2nd Edition). Englewood Cliffs, NJ: Prentice Hall, 1988.]
- Sears, David O., Richard R. Lau, Tom R. Tyler, and Harris M. Allen. 1980. "Self-Interest Vs. Symbolic Politics in Policy Attitudes and Presidential Voting." *American Political Science Review*, 74 (September): 670 - 684.

- Lau, Richard R., Robert Kane, Sandra Berry, John E. Ware, Jr., and Douglas Roy. 1980. "Channeling Health: A Review of the Evaluation of Televised Health Campaigns." *Health Education Quarterly*, 7(Spring): 56 - 89.
- Lau, Richard R., David O. Sears, and Richard Centers. 1979. "The 'Positivity Bias' in Evaluations of Public Figures: Evidence Against Instrument Artifacts." *Public Opinion Quarterly*, 43(Fall): 347 - 358.
- Lau, Richard R., Thad A. Brown, and David O. Sears. 1978. "Self-Interest and Civilians' Attitudes Toward the Vietnam War." *Public Opinion Quarterly*, 42(Winter): 464 - 483.
- Rook, Karen S., David O. Sears, Donald R. Kinder, and Richard R. Lau. 1978. "The 'Positivity Bias' in Evaluations of Public Figures: Evidence Against Interpersonal Artifacts." *Political Methodology*, 5(December): 469 - 499.

BOOKS:

- Lau, Richard R., and David P. Redlawsk. 2006. *How Voters Decide: Information Processing During Election Campaigns*. New York: Cambridge University Press. [Awarded the 2007 Alexander George Award by the International Society for Political Psychology for the best book in political psychology published in the previous calendar year.]
- Lau, Richard R., and Gerry Pomper. 2004. *Negative Campaigning: An Analysis of U.S. Senate Elections*. Lanham, MD: Rowman Littlefield.
- Lau, Richard R., and David O. Sears (Eds.) 1986. *Political Cognition: The 19th Annual Carnegie Symposium on Cognition*. Hillside, NJ: Erlbaum.
- Baldrige, J. Victor, Richard R. Lau, Chris Peterson, et al. 1975. *Action: An Experiential Approach to Sociology*. New York: Wiley.
- Baldrige, J. Victor, Richard R. Lau, Chris Peterson, et al. 1975. *Instructor's Manual. Sociology: a Critical Approach to Power, Conflict, and Change*. New York: Wiley.

CHAPTERS IN EDITED VOLUMES:

- Redlawsk, David P., and Richard R. Lau. 2013. "Behavioral Decision Making." In Leonie Huddy, David O. Sears and Jack S. Levy. (Eds), *Oxford Handbook of Political Psychology*, Second Edition. New York: Oxford University Press.
- Gadarian, Shana K., and Richard R. Lau. 2011. "Candidate Advertisements." In James Druckman, Donald Green, James Kuklinski, and Arthur Lupia (eds) *Handbook of Experimental Political Science* (pp 214 - 227). New York: Cambridge University Press.
- Redlawsk, David P., Andrew Civettini, and Richard R. Lau. 2007. "Affective Intelligence and Voter Information. In W. Russell Neuman, George Marcus, Michael MacKuen, and Ann Crigler (Eds.) *The Affect Effect: Dynamics of Emotion in Political Thinking and Behavior* (pp. 152 - 179). Chicago: University of Chicago Press.
- Redlawsk, David P. and Richard R. Lau. 2006. "I Like Him, But...: Vote Choice When Candidate Likeability and Closeness on Issues Clash." In David P. Redlawsk (Ed.), *Feeling Politics: Affect and Emotion in Political Information Processing* (pp. 187 - 208). New York: Palgrave Macmillan.

- Lau, Richard R. 2003. "Models of Decision Making." In David O. Sears, Leonie Huddy, and Robert Jervis (Eds.), *Oxford Handbook of Political Psychology* (pp. 19 - 59). New York: Oxford University Press.
- Lau, Richard R., and Redlawsk, David P. 2001. "An Experimental Study of Information Search, Memory, and Decision Making During a Political Campaign." In James Kuklinski (Ed.) *Citizens and Politics: Perspectives from Political Psychology* (pp. 136 - 159). New York: Cambridge University Press.
- Lau, Richard R., and Lee Sigelman. 2000. "The Effectiveness of Political Attack Advertising: A Literature Review." In James Thurber (Ed.) *Crowded Airwaves: Campaign Advertising in Modern Elections* (pp 10 - 43). Washington, D.C.: Brookings.
- Lau, Richard R. 1997. "Cognitive Representations of Health and Illness." In David Gochman (Ed.) *Handbook of Health Behavior Research* (Volume I, pp. 51 - 69). New York: Plenum.
- Lau, Richard R. 1995. "Information Search During an Election Campaign: Introducing a Process Tracing Methodology to Political Science." In Milton Lodge and Kathleen McGraw (Eds.) *Political Judgment: Structure and Process* (pp. 179 - 205.) Ann Arbor: University of Michigan Press.
- Lau, Richard R. 1990. "Political Motivation and Political Cognition." In Richard Sorrentino and E. Tory Higgins (Eds), *Handbook of Motivation and Cognition: Foundations of Social Behavior* (Volume 2, pp. 297 - 329). New York: Guilford Press.
- Lau, Richard R. 1988. "Beliefs about Control and Health Behavior." In David Gochman (Ed.) *Health Behavior: Emerging Research Perspectives* (pp. 43 - 63). New York: Plenum.
- Lau, Richard R., and David O. Sears. 1986. "Social Cognition and Political Cognition: the Past, the Present, and the Future." In Richard R. Lau and David O. Sears (Eds.) *Political Cognition: The 19th Annual Carnegie Symposium on Cognition* (pp. 347 - 366). Hillsdale, NJ: Erlbaum.
- Lau, Richard R. 1986. "Political Schemata, Candidate Evaluations, and Voting Behavior." In Richard R. Lau and David O. Sears (Eds.), *Political Cognition: The 19th Annual Carnegie Symposium on Cognition* (pp. 95 - 125). Hillsdale NJ: Erlbaum.
- Lau, Richard R., and Ralph Erber. 1985. "An Information Processing Perspective on Political Sophistication." In Sidney Kraus and Richard Perloff (Eds.), *Mass Media and Political Thought* (pp. 17 - 39). Beverly Hills: Sage.

BOOK REVIEWS:

- Lau, Richard R. 2006. Review of John Geer, *In Defense of Negativity: Attack Ads in Presidential Campaigns*. *Perspectives on Politics*, 4(December): 772 - 773.
- Lau, Richard R. 1996. Review of Shanto Iyengar and William J. McGuire (Eds.) *Explorations in Political Psychology*. *The Journal of Interdisciplinary History*, 26(December): 480 - 481.
- Lau, Richard R. 1992. Review of Leif Lewin, *Self-Interest and Public Interest in Western Politics*. *American Political Science Review*, 86(September): 1090.

Lau, Richard R. 1987. "Voting Behavior in Britain." Review of Himmelweit, Humphreys, and Jaeger, *How Voters Decide* (Revised edition). *Contemporary Psychology*, 32(November): 884.

MANUSCRIPTS IN PREPARATION/UNDER REVIEW:

Ha, Shang E., and Richard R. Lau. "Personality Traits and Correct Voting." *Under review*.

Kleinberg, Mona S., and Richard R. Lau. "Does Internet Use Substitute for Political Knowledge Among the Young?" *Under review*.

Kleinberg, Mona S., Richard R. Lau, David J. Andersen, and Tessa M. Ditonto. "Testing the Validity of Mechanical Turk Data Beyond Simple One-Shot Experiments." *Under Review*.

Ditonto, Tessa M., and Richard R. Lau. "Personal and Political Impediments to Correct Voting." *In progress*.

Geer, John G., Richard R. Lau, Lynn Vavreck, and David Nickerson. "Changing Times: Political Advertising and Information Seeking in the 21st Century." *Revision in progress*.

Lau, Richard R., and David J. Andersen. "Changing Patterns of the Presidential Vote Choice, 1980 - 2008: A Structural Equations Analysis." *In progress*.

Lau, Richard R., Mona S. Kleinberg, David P. Redlawsk, Tessa M. Ditonto, Douglas Pierce, and David J. Andersen. "Validating a 4-Factor Model of Political Decision Making." *In progress*.

INVITED TALKS IN PAST FEW YEARS

April, 2013: New York Area Political Psychology Meeting, Stony Brook University.

February, 2012: Rutgers University, Eagleton Institute of Politics

March, 2011: Vanderbilt University, Political Science Department.

April, 2009: University of Texas, Political Science Department.

February, 2009: University of North Carolina, Political Science Department.

October, 2008: Columbia University, New York Area Political Psychology Meeting

March, 2008: Oxford University (UK), Department of Politics and International Relations

February, 2008: Florida State University, Department of Political Science

February, 2007: Louisiana State University, Manship School of Communication

January, 2007: University of California, Riverside, Political Science Department

CONVENTION PAPERS:

Geer, John G., Richard R. Lau, and David Nickerson. 2013. "Political Information Search in the Viewer's Choice Era." Paper presented at the 109th annual meeting of the American Political Science Association, Chicago.

Lau, Richard R., David J. Andersen, Mona Kleinberg, David P. Redlawsk, and Tessa M. Ditonto. 2013 "Exploring the Counterfactual: What if Obama Faced Romney During the

- Broadcast News Era? “ Paper presented at the 109th annual meeting of the American Political Science Association, Chicago.
- Lau, Richard R., David J. Andersen, Mona Kleinberg, David P. Redlawsk, and Tessa M. Ditonto. 2013 “Effect of Media Environment on Information Search and Political Learning during a Presidential Election Campaign.” Paper Presented at the 71st annual meeting of the Midwest Political Science Association, April 11-14, Palmer House Hilton, Chicago.
- Kleinberg, Mona S., David J. Andersen, Tessa M. Ditonto, and Richard R. Lau. “Speeders, Cheaters, and Satisficers: Attention in Mturk vs. Laboratory Experiments.”. Paper Presented at the 71st annual meeting of the Midwest Political Science Association, April 11-14, Palmer House Hilton, Chicago.
- Lau, Richard R., and David P. Redlawsk. 2012. “Multi-Investigator Multi-Site (MIMS) Experiments: Advantages and Disadvantages.” Prepared for delivery at the 108th annual meeting of the American Political Science Association, New Orleans.
- Lau, Richard R. 2012. “Multi-Investigator Multi-Site Experiments: General Logic and Basic Design of MIMS-1.” Paper Presented at the 70th annual meeting of the Midwest Political Science Association, April 12-15, Palmer House Hilton, Chicago.
- Weiner Marc D, Orin T. Puniello, Richard R. Lau, and Robert B. Noland. 2011. “Stated Preference Surveys: Gridlock at the Intersection of Respondent Cognition, Survey Research Protocol, and Transportation Studies.” Paper presented at the 9th International Conference on Transport Survey Methods, November 14-18, National Park Sanctuary and Biosphere Reserve, Termas de Puyehue, Chile.
- Lau, Richard R. 2011. “Correct Voting in the 2008 U.S. Presidential Nominating Elections.” Paper presented at the 69th annual meeting of the Midwest Political Science Association, Chicago, March 31 - April 3.
- Ha, Shang E., and Richard R. Lau. 2010. “Personality Traits and Correct Voting.” Paper presented at the 106th annual meeting of the American Political Science Association, Sept 2 - 5, Washington D.C.
- Kleinberg, Mona S., and Richard R. Lau. 2010. “Does Internet Use Increase Political Extremism and Partisanship? A Test of Competing Hypotheses Connecting Web Use to Political Attitudes, Engagement, and Partisanship.” Paper presented at the 106th annual meeting of the American Political Science Association, Sept. 2 - 5, Washington D.C.
- Kleinberg, Mona S., and Richard R. Lau. 2010. “How is Political Knowledge Relevant to Correct Voting? Stored Knowledge Versus the Skill to Access Relevant Information Online.” Paper presented at the 106th annual meeting of the American Political Science Association, Sept. 2 - 5, Washington D.C.
- Ditonto, Tessa M., and Richard R. Lau. 2010. “AMPing Racial Attitudes: Comparing the Predictive Power of Explicit and Implicit Measures of Racial Prejudice in the 2008 ANES Survey.” Paper presented at the 33rd annual scientific meeting of the International Society of Political Psychology, July 7-10, San Francisco.
- Lau, Richard R. and Douglas Pierce. 2010. “Negativity Effects in Political Perceptions: A Test of the Figure-Ground Hypothesis.” Paper presented at the 68th annual meeting of the Midwest Political Science Association, April 22-25, Palmer House Hilton, Chicago.

- Ditonto, Tessa M., and Richard R. Lau. 2009. "Personal and Political Impediments to Correct Voting." Paper presented at the 105th annual meeting of the American Political Science Association, Toronto.
- Lau, Richard R., John G. Geer, and Lynn Vavreck. 2009. "How News Coverage of Ads Conditions the Effectiveness of Campaign Ads." Paper presented at the 105th annual meeting of the American Political Science Association, Toronto.
- Kleinberg, Mona S., and Richard R. Lau. 2009. "Is Political Knowledge Relevant to Correct Voting? Stored Knowledge Versus the Skill to Access Relevant Information Online." Paper presented at the 67th annual meeting of the Midwest Political Science Association, April 2-5, Palmer House Hilton, Chicago.
- Lau, Richard R., and David J. Andersen. 2008. "Comparing Strategies for Missing Values Imputation (or not) in Structural Equations Models with Latent Variables." Paper presented at the 104th annual meeting of the American Political Science Association, August 28 - August 31, Boston.
- Redlawsk, David P., and Richard R. Lau. 2008. "Examining Decision Making Using Dynamic Process Tracing Experiments." Paper presented at the 104th annual meeting of the American Political Science Association, August 28 - August 31, Boston.
- Lau, Richard R., Parina Patel, Dalia F. Fahmy, and Robert R. Kaufman. 2008. "Correct Voting Across 32 Democracies (and 51 Elections)." Paper delivered at the 66th annual meeting of the Midwest Political Science Association, April 3-6, Palmer House Hilton, Chicago.
- Redlawsk, David P., and Richard R. Lau. 2008. "Dynamic Process Tracing Methodologies." Paper delivered at the 66th annual meeting of the Midwest Political Science Association, April 3-6, Palmer House Hilton, Chicago.
- Lau, Richard R. 2007. "Self-Interest and Political Cognition: A Salute to David Sears." Paper presented at the 103rd annual meeting of the American Political Science Association, August 30 - September 2, Chicago.
- Lau, Richard R., David J. Andersen, Hannah Holden, and Kevin Worrall. 2007. "Changing Patterns of the Presidential Vote Choice, 1980 - 2004: A Reconsideration." Paper presented at the 103rd annual meeting of the American Political Science Association, August 30 - September 2, Chicago.
- Lau, Richard R. 2007. "Self-Interest, Symbolic Attitudes, and Support for Public Policy: A New Look." Prepared for delivery at the 30th annual meeting of the International Society of Political Psychology, July 4 - 7, Portland, OR.
- Lau, Richard R. 2006. "An Exploration of Age Effects on Information Processing and the Quality of Voter Decision Making." Prepared for delivery at the 102nd annual meeting of the American Political Science Association, August 31 - September 3, 2006, Philadelphia.
- Lau, Richard R., David J. Andersen, Hannah Holden, and Kevin Worrall. 2006. "Changing Patterns of the Presidential Vote Choice, 1980 - 2004." Prepared for delivery at the 102nd annual meeting of the American Political Science Association, August 31 - September 3, 2006, Philadelphia.
- Lau, Richard R., David J. Andersen, and David P. Redlawsk. 2006. "An Exploration of Correct Voting in U.S. Presidential Elections, 1972 - 2004." Paper presented at the 64th annual

- meeting of the Midwest Political Science Association, Palmer House Hilton, April 20 - 23, 2006.
- Lau, Richard R., and Marco R. Steenbergen. 2006. "Reconsidering 'Best Practices' in Political Communications Research." Paper presented at the 64th annual meeting of the Midwest Political Science Association, Palmer House Hilton, April 20 - 23, 2006.
- Lau, Richard R., Lee Sigelman, and Ivy Brown. 2005. "The Effects of Negative Political Campaigns: A Meta-Analytic Reassessment." Paper presented at the 101st annual meeting of the American Political Science Association, September 1 - 4, 2005, Washington, D.C.
- Lau, Richard R., and David P. Redlawsk. 2005. "Toward a Procedurally Plausible Model of the Vote Choice: Decision Strategies, Information Processing, and Correct Voting." Paper presented at the 101st annual meeting of the American Political Science Association, September 1 - 4, 2005, Washington, D.C.
- Lau, Richard R., and David P. Redlawsk. 2005. "Four Alternative Views of Voter Decision Making: Toward a Procedurally Plausible Model of the Vote Choice." Paper presented at the 28th annual meeting of the International Society of Political Psychology, July 3 - 6, 2005, Toronto, Canada.
- Redlawsk, David P., and Richard R. Lau. 2005. "Toward a Procedurally Plausible Model of the Vote Choice: Decision Strategies, Information Processing, and Correct Voting." Paper presented at the 63rd annual meeting of the Midwest Political Science Association, April 7 - 10, 2005, Palmer House Hilton, Chicago, IL.
- Lau, Richard R., Parina Patel, Dalia F. Fahmy, and Robert R. Kaufman. 2005. "Correct Voting Across 30 Democracies." Paper presented at the 63rd annual meeting of the Midwest Political Science Association, Palmer House Hilton, Chicago, IL.
- Lau, Richard R., and David P. Redlawsk. 2004. "When Rational Choice Works: Decision Strategies, Information Processing, and Correct Voting." Paper presented to the New York Area Political Psychology meeting, Columbia University, October 16.
- Lau, Richard R., and David P. Redlawsk. 2003. "When Rational Choice Works (And When It Doesn't)." Paper presented at the 99th annual meeting of the American Political Science Association, August 28 - 31, Philadelphia.
- Redlawsk, David P., and Richard R. Lau. 2003. "Do Voters Want Candidates They Like of Candidates They Agree With? Affect vs. Cognition in Voter Decision Making." Paper presented at the Shambaugh Conference on Affect and Cognition in Political Action, University of Iowa, March 6 - 9; and the annual meeting of the Midwest Political Science Association, Chicago, April 3 - 6.
- Redlawsk, David P., Richard R. Lau, and Jason Humphrey. 2002. "What Voters Do: The Frequency and Consequences of Compensatory and Noncompensatory Decision Strategies." Paper presented at the 98th annual meeting of the American Political Science Association, August 29 - September 1, 2002, Boston, MA.
- Jenkins, Krista, and Richard R. Lau. 2001. "The Effect of Partisan Identification and Ideology on Uninformed Voters." Paper presented at the 59th annual meeting of the Midwest Political Science Association, Chicago.

- Lau, Richard R., and Gerald M. Pomper. 2000. "Effectiveness of Negative Campaigning in U.S. Senate Elections, 1988 - 1998." Paper to be presented to the 96th annual meeting of the American Political Science Association, Washington, D.C.
- Lau, Richard R., and John G. Geer. 1999. "An Empirically-Grounded Simulation of Campaign Effects in U.S. Presidential Elections." Paper presented at the 57th annual meeting of the Midwest Political Science Association, Chicago.
- Geer, John G., and Richard R. Lau. 1998. "Modeling Campaign Effects: Does Attack Advertising Depress Turnout?" Paper presented at the 94th annual meeting of the American Political Science Association, Boston.
- Lau, Richard R., Gerald M. Pomper, and Grace Ann Mumoli. 1998. "Effects of Negative Campaigning on Senate Election Outcomes and Turnout: 1988 - 1996." Paper presented at the 94th annual meeting of the American Political Science Association, Boston.
- Lau, Richard R. 1998. "Do Cognitive Heuristics Affect Correct Voting? An Information Processing Study of Political Decision Making." Paper presented at the 21st annual meeting of the International Society of Political Psychology, Montreal, Canada, July 12 - 15. This paper won the Freedman award for the best paper presented at the ISPP convention this year.
- Lau, Richard R., Gerald M. Pomper, and Grace Ann Mumoli. 1998. "Effects of Negative Campaigning on Senate Election Outcomes: 1988, 90, 94, and 96." Paper presented at the 56th annual meeting of the Midwest Political Science Association, Chicago, April 23 - 26.
- Lau, Richard R., and Lee Sigelman. 1998. "The Effectiveness of Negative Political Advertisements: A Literature Review." Paper presented at the conference on "Political Advertising in Election Campaigns," Washington, D.C., April 16 and 17.
- Lau, Richard R., Lee Sigelman, Caroline E. Heldman, and Paul R. Babbitt. 1997. "The Effectiveness of Negative Political Advertisements." Paper presented at the 93rd annual meeting of the American Political Science Association, Washington, D.C.
- Pomper, Gerald M., and Richard R. Lau. 1997. "Negative Political Campaigning in the United States." Paper presented at the conference on Images of Politics, October 23 - 25, Amsterdam.
- Heldman Caroline E., and Richard R. Lau. 1997. "Self-Interest and Attitudes Toward Health Care Reform." Paper presented at the 55th annual meeting of the Midwest Political Science Association, Chicago, April 10 - 12, 1997.
- Lau, Richard R. and David P. Redlawsk. 1996. "Voting Correctly." Paper presented at the 92nd annual meeting of the American Political Science Association, San Francisco.
- Lau, Richard R. 1995. "Heuristics, Information Search, and Choice Strategies in Voter Decision Making." Paper presented at the 91st annual meeting of the American Political Science Association, Chicago.
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- Lau, Richard R. 1978. "Attributions in a Field Setting: The Sports Pages." Paper presented at the 58th annual meeting of the Western Psychological Association, San Francisco.
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- Lau, Richard R., and David O. Sears. 1977. "Agreement and Psychological Distance: A Balance Theory Interpretation." Paper presented at the 57th annual meeting of the Western Psychological Association, Seattle.
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GRANT PROPOSALS:

- Lau, Richard R., and Mona S. Kleinberg. "Doctoral Dissertation Research in Political Science: The Internet, Race, and US Democracy: Does a High-Choice Information Environment Lead to Political Polarization or Increased Knowledge Among Whites, Latinos and Blacks?" National Science Foundation, #SES-1160502, from 5/12 through 4/14, \$10,950.
- Lau, Richard R., and Tessa M. Ditonto. "Doctoral Dissertation Research in Political Science: The Effects of Candidate Appearance on Information Search and Candidate Evaluation in Political Campaigns." National Science Foundation, #SES-11223231, \$8,000, 1/12 through 12/13.
- Redlawsk, David P., and Richard R. Lau. "Dynamic Process Tracing Experiments and Infrastructure Development." National Science Foundation, #SES-1022551. From 7/10 through 6/12, \$199,860. Supplemental award of \$25,500 provided in August, 2012.
- Lau, Richard R., and David P. Redlawsk. "Studying Information Processing in Political Science: Improving Infrastructure, Testing Theory." National Science Foundation, #SES-0647657. From 5/07 through 4/10, \$225,000.
- Lau, Richard R., Michael L. Littman, Barry Sopher, and Matthew Stone. "The Role of Communication in the Dynamics of Effective Decision Making." National Science Foundation, #SBE-0624191. From 9/06 through 8/09, \$685,000.
- Lau, Richard R., and David P. Redlawsk. "Doctoral Dissertation Research: How Voters Use Campaign Information: On-line Versus Memory-Based Processing in a Presidential Election." National Science Foundation, #SBR-9411162. From 6/94 through 5/95, \$6,238.

Lau, Richard R. *A Process Tracing Study of Information Search and "Rational" Decision Making in Elections*. National Science Foundation, #SBR-9321236. From 6/94 through 5/96, \$125,000.

Lau, Richard R., and Richard A. Smith. *Political Cognition and Political Persuasion*. National Science Foundation, #SES-8419010. From 6/85 through 5/87, \$59,993.

Lau, Richard R., and David O. Sears. *Information Processing in Political Perception: A Symposium Proposal*. National Science Foundation #SES-8309702. From 11/83 - 10/84, \$17,046. Additional funding provided by the Carnegie Corporation of New York, #1-34030. From 3/84 through 12/84, \$4,800.

Lau, Richard R. *Etiology of Adult's Health Beliefs and Behaviors*. National Institute of Child Health and Human Development, #1 R01 HD17324-01. From 1/83 through 12/86, \$370,416.

Lau, Richard R., and Robert F. Coulam. *Public Support for and Government Responses to Tax Cuts*. Ford Foundation, #1-31342. From 7/81 through 6/82, \$3,500.

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