

Curriculum Vita
Carrie B. Fried
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Mailing Address

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Educational Background

- 1994 Ph. D. in Psychology from University of California, Santa Cruz
1993 M.S. in Psychology from University of California, Santa Cruz
1987 B.S. in Psychology from Iowa State University

Professional Positions

- 2008-pres. Professor of Psychology
Winona State University
2003-2008 Associate Professor of Psychology
Winona State University
1999-2003 Assistant Professor of Psychology
Winona State University
1994 -1999 Assistant Professor of Psychology
Indiana University, South Bend
1989-1994 Teaching Appointments and Assistantships
University of California, Santa Cruz

Courses Taught

Introduction to Psychology,
Research Methods / Experimental Psychology
Advanced Experimental Psychology & Advanced Lab in Social Psychology
Social Psychology
Psychology & Law
Theories of Personality
Persuasion and Social Influence,
Industrial/Organizational Psychology
Group Dynamics & Intergroup Psychology,
Advanced Social Psychology (Graduate Class),
Graduate Level Experimental Methods in Social Psychology
Careers in Psychology

Research Interests

Media influences and effects
Cognitive biases & decision making
Social influence processes
Cognitive dissonance theory & Self-consistency theories
Self-affirmation & self-esteem protection & enhancement
Stereotypes & their influence on cognition and behavior
Persuasion and attitude change
Social and moral dilemmas

Research Appointments and Grants

- 2007 Professional Improvement Fund grant *In-Class Laptop Use and Its Effects on Student Learning*.
- 2006 L21 Academic Initiative grant (w/Dr. John Johanson) *Instilling Learning Orientation as a Means of Increasing Retention and Success in General Psychology and Assessment of the Impact of Laptop Use in Large Classes*.
- 2004 Psychology Dept. Summer Research Stipend *The Effects of Violent and Sexual Media Content on Ad Memory*.
- 1996 Grant-In-Aid of Research, awarded by IUSB, *Group Identity and the Perception of Scientific Research*.
- 1995: Summer Research Fellowship, awarded by IUSB, *Self-concept Threats, Dissonance, and Dis-identification*.
- 1993-1994 Researcher at Stanford University. *Social-Cognitive Approach to Underachievement Among Black Americans*. Working with Joshua Aronson and Claude Steele.
- 1993-1994 Research Fellow. National Research Service Award, Dissertation Fellowship. *The Applied and Theoretical Importance of Hypocrisy*. Awarded by the National Institute of Mental Health.
- 1990-1992 Research Assistant. U.C. Systemwide AIDS Research Program *Social-Psychological Strategies for Preventing AIDS*. Under the direction of Elliot Aronson

Research Publications & Presentations

Publications

- Fried, C. B., & Johanson, J. C. (2008). Sexual and violent media's inhibition of advertisement memory: Effect or artifact? *Journal of Applied Social Psychology, 38*, 1716-1735.
- Fried, C. B. (2008). In-class laptop use and its effects on student learning. *Computers and Education, 50*, 906-914.
- Fried, C. B., & Maxwell, A. (2006). Rape rumors: The effects of reporting or denying rumors of sexual assaults on campus. *Journal of Applied Social Psychology, 36*, 2766-2784.
- Fried, C. B., & Johanson, J. C. (2003). Curriculum review using a skills-based assessment of alumni. *Teaching of Psychology, 30*, 316-319.
- Fried, C. B. (2003). Stereotypes of Music Fans: Are Rap and Heavy Metal Fans a Danger to Themselves or Others. *Journal of Media Psychology 8(3) Online Journal*
<http://www.calstatela.edu/faculty/sfisco/Fried%20rev.pdf>
- Johanson, J. C., & Fried, C. B. (2002). Job training vs. graduate school preparation: Do the two educational goals warrant separate educational tracks? *Teaching of Psychology, 29*, 241-243.
- Aronson, J., Fried, C. B., & Good, C. (2002). Reducing the effects of stereotype threat on African American college students: The role of theories of Intelligence. *Journal of Experimental Social Psychology, 38*, 113-125.

- Fried, C.B. (1999). Who's afraid of rap: Demographics and differential reactions to music lyrics. *Journal of Applied Social Psychology, 29*, 705-721.
- Fried, C.B. (1998). Hypocrisy and identification with transgressions: A case of undetected dissonance. *Basic and Applied Social Psychology, 20*, 145-154.
- Fried, C.B. (1996). Bad rap for rap: Stereotyping and bias in reactions to music lyrics. *Journal of Applied Social Psychology, 26*, 2135-2146.
- Fried, C. B., & Aronson, E. (1995). Hypocrisy, misattribution, and dissonance reduction. *Personality and Social Psychology Bulletin, 21*, 925-934.
- Fried, C. B. (1994). The implications of hypocrisy for theoretical interpretations of cognitive dissonance. Doctoral Dissertation. University of California at Santa Cruz.
- Stone, J., Aronson E., Crain, A. L., Winslow, M. P., & Fried, C. B. (1994). Inducing hypocrisy as a means for encouraging young adults to use condoms. *Personality and Social Psychology Bulletin, 20*, 116-128.
- Aronson, E., Fried, C.B., & Stone, J. (1991). Overcoming denial and increasing the intention to use condoms. *American Journal of Public Health, 81*, 1636-1638.

Selected Conference Presentations & Invited Talks

- Fried, C.B. (February 2008). *Sexual and Violent Media Effects: Methodological and Political Implications for Research*. Invited colloquium at St. Mary's University, Winona, MN.
- Fried, C. B. (May, 2007). *In-Class Laptop Use and Its Effects on Student Learning*. Association for Psychological Sciences (APS) Teaching Institute conference, Washington, DC.
- Fried, C. B., & Johanson, J. C.. (Jan., 2007). *Sexual and Violent Media's Inhibition of Advertisement Memory: Effect or Artifact*. Society for Personality and Social Psychologists conference, Memphis, TN.
- Fried, C. B. (Jan., 2007). *The Effects of In Class Laptop Use*. Consortium of Liberal Arts and Sciences Promotion colloquium, Winona, MN.
- Fried, C. B. (Jan., 2007). *Students' Uses of Laptops in the Classroom and Their Effects on Learning*. National Institute on Teaching of Psychology, St. Petersburg, FL.
- Fried, C. B., & Johanson, J. C. (May, 2005). *Televised Sex and Violence: Does It Really Impair Ad Retention?* American Psychological Society conference Los Angeles, CA.
- Maxwell, A. & Fried, C. B (May, 2002). *Rape Rumors: The Effects of Reporting or Denying Rumors of Sexual Assaults on Campus*. Midwestern Psychological Association conference, Chicago, IL.
- Fried, C. B. (May, 2001). *Was Elian Removed or Seized? The Effects of Headline Wording on Audience Attitudes Towards News Events*. Midwestern Psychological Association conference, Chicago, IL.
- Fried, C. B. (March, 1998). *Stereotype Vulnerability: How Stereotypes and Self-Esteem Can Influence Academic Achievement*. Hiram College Psychology & Education Department invited talk, Hiram, OH.
- Fried, C. B. (May, 1997). *Bad Rap for Rap: Bias in Reactions to Music Lyrics*. American Psychological Society conference, Washington, DC.

- Fried, C. B. (May, 1997). *Barriers to Behavior Change in Hypocrisy Induced Dissonance*. Midwestern Psychological Association conference, Chicago, IL.
- Fried, C. B. (May, 1997). *Who's Afraid of Rap: The Demographics of Bias in Reactions to Rap Lyrics*. Midwestern Psychological Association conference, Chicago, IL.
- Fried, C. B. (July, 1996). *Cognitive Dissonance, Hypocrisy, and Identification with Transgressions*. American Psychological Society convention, San Francisco, CA.
- Fried, C. B. (May, 1996). *Bad Rap for Rap: Bias in Reactions to Music Lyrics*. Midwestern Psychological Association conference, Chicago, IL.
- Aronson, J. Fried, C. B. & Steele, C. (April, 1996). *Boosting the Performance and Academic Identification of African Americans*. Western Psychological Association conference San Jose, CA.
- Fried, C. B. (March, 1996). *Dissonance and the Hypocrisy Paradigm*. Notre Dame Social Psychology Colloquium, South Bend, IN.
- Fried, C. B. (Dec., 1995). *The Evolution of Cognitive Dissonance: Negative Effects of Dominant Paradigms on Theory Development*, IUSB Dean's Seminar Series, South Bend, IN.
- Fried, C. B. & Aronson, E. (April, 1993). *A demonstration of dissonance in the absence of aversive consequence.*, Western Psychological Association conference, Phoenix, AZ.
- Stone, J., Aronson, E., Crain, L., Winslow, M. & Fried, C. (April, 1992). *Inducing hypocrisy: Encouraging condom use in sexually active young adults*. Western Psychological Association conference, Los Angeles, CA.
- Aronson, E., Stone, J., & Fried, C. B. (April, 1990). *AIDS prevention through cognitive dissonance: New twist on an old theory*. Western Psychological Association conference, Reno, NV.

Selected Academic Memberships, Committees, Honors & Awards, Grants, and Service

- 2010-pres. Member WSU Faculty Senate
- 2010, 2012 Member Ardis Serafin Young Scholar Award committee
- 2008-pres. Member All-University Facilities and Finance Committee
- 2007-pres. Member Kerry Williams Memorial Scholarship selection committee
- 2007-pres. Member of WSU FA Facilities and Finance Committee (Chair 2012-2013)
- 2007–2010 Member of WSU Academic Affairs and Curriculum Committee
- 2007-pres. Member WSU Institutional Review Board (Chair 2008-2011)
- 2010 Liberal Arts Representative Departmental Operating Budget Taskforce
- Continuous Presenter Academic Preview Day
- Continuous Various Departmental Search Committees
- Continuous Advanced Honors and Transfer Student Registration
- 2004 Psychology Dept. Summer Research Stipend
- 2001-2004. Member & Chair WSU Institutional Review Board (chair 2003-2004)
- 2001-2006 Local Representative for Midwestern Psychological Association
- 2001-02 Member -University Committee on Parking
- 2000 Conducted Psychology Department 10-year alumni survey
- 2000 Honorary membership in Society for the Psychological Study of Social Issues
- 2000 Honorable Mention for the SPSSI Gordon Allport Award
- 1999-2002 Member All-University Committee on Cultural Diversity
- 1999-2002 Faculty advisor WSU psychology club
- 1999-2002 Faculty advisor to WSU chapter of Psi Chi

- 1997-99 Conversations on Race Planning Committee (IUSB)
- 1997-99 Campus Diversity Committee (IUSB)
- 1997-99 Graduate Admissions Committee (IUSB Psychology Dept.)
- 1997 Ad Hoc Reviewer for NSF grants
- 1996 & 98 Preceptor Award, given by STAAR (IUSB disabled students organization)
- 1996 Grant-In-Aid of Research, awarded by IUSB.
- 1995 Summer Research Fellowship, awarded by IUSB,
- 1995–2007. Member Midwestern Psychological Association
- 1995–pres. Member Society of Personality and Social Psychologists
- 1995-99 Facilities Management Committee (IUSB) (Chair 1997-1998)
- 1994–pres. Member Association of Psychological Sciences.
- 1994-95 Curriculum committee (IUSB Psychology Dept.)
- 1994 National Research Service Award. Awarded by the NIMH for *The Applied and Theoretical Importance of Hypocrisy*.
- 1993 National Research Service Award, Predoctoral dissertation award
- 1993 Dissertation Fellowship (UCSC)
- 1993 WPA Outstanding Student Scholarship Award
- 1992 Outstanding Teaching Fellow (UCSC)
- 1990-94 Human Subject Pool Advisory Committee (UCSC)
- 1989-1995 Western Psychological Association membership
- 1988-pres. Phi Beta Kappa membership

Ad Hoc Reviewer for the following journals

- American Journal of Media Psychology
- Basic and Applied Social Psychology
- Critical Studies in Media Communications
- Computers and Education
- European Journal of Social Psychology
- Journal in Support of the Null Hypothesis
- Journal of Applied Social Psychology
- Journal of Personality and Social Psychology
- Personality and Social Psychology Bulletin
- Psi Chi Journal for Undergraduate Research
- Psychological Review
- Psychological Reports
- Social Behavior and Personality

Selected Recent Supervised Student Research Projects

- Bachman, Brandon Todd, (2012) *The Effect of Human vs. Non-Human Violent Video Game Characters on Aggression*. Presented at the 7th Annual Celebration of Research and Creative Scholarship at Winona State University on April 17, 2013.
- Becker, Allison (April, 2011) *Goal Disengagement: The Effects of Approach Versus Avoidance Orientation on Successful Goal Pursuit*. Presented at the 5th Annual Student-Faculty Research Celebration at Winona State University, Winona MN.
- Christensen, Sara & Krause, Amber. (April, 2006). *Wanted: The Reduction of the Implicit Stereotype in Employment Selection*. Presented at the 41st Annual Minnesota Undergraduate Psychology Conference. University of St. Thomas, St. Paul, MN.
- Devine, Erica L. (2005). *The Belief in a Just World: Perceptions of the Perpetrators of Sexual Assault in the Military*. Submitted to and posted on the National Undergraduate Research Clearinghouse.
- Hauck, Kristen (April, 2004) *Differences in Parental Responsibility in Child Neglect Situations*. Presented at the 39th Annual Minnesota Undergraduate Psychology Conference, College of St.

- Catherine, St. Paul, MN. Paper honored at the 2004 College of Liberal Arts Dean's Student Research / Creative Projects Reception.
- Hervert, Alyssa (2011). *The Effect of Information on Environmental Purchases*. Presented at the 5th Annual Student-Faculty Research Celebration at Winona State University, Winona MN. Presented at the Annual Minnesota Undergraduate Psychology Conference on April 16th, 2011, at Carleton College, in Northfield, MN.
- Hinrichs, Chloe (2012) *A Closer Examination of the Other Race Effect & Own Age Bias*. Presented at the 7th Annual Celebration of Research and Creative Scholarship at Winona State University on April 17, 2013. Presented at the Annual Minnesota Undergraduate Psychology Conference on April 20th, 2013, at Macalester College, in St. Paul, MN.
- Hrdlichka, Kelsey & Pagel, Carissa (April, 2004) *It Pays to be Positive: The Effects of Behavioral Confirmation in an Interview Situation* Presented at the 39th Annual Minnesota Undergraduate Psychology Conference, College of St. Catherine, St. Paul, MN. Paper honored at the 2004 College of Liberal Arts Dean's Student Research / Creative Projects Reception.
- Jargo, Kathryn. (2005). *Changing Drinking Behaviors in College Students: An Application of the Theory of Planned Behavior*. Submitted to and posted on the National Undergraduate Research Clearinghouse for publication. Paper honored at the 2005 College of Liberal Arts Dean's Student Research / Creative Projects Reception. Paper published in the Winona State University Psychology Student Journal.
- Kamath, Gautham (April, 2004) *Personalizing Information and Guilt: Does Having More Information About a Suspect Change Perceptions of Guilt* Presented at the 39th Annual Minnesota Undergraduate Psychology Conference, College of St. Catherine, St. Paul, MN. Paper honored at the 2004 College of Liberal Arts Dean's Student Research / Creative Projects Reception.
- Leaderbrand, Katherine (2008). *The Effects of Stereotype Priming on Discriminatory Attitudes Towards Persons with Disabilities*. Presented at the 2nd Annual Student-Faculty Research Celebration on April 16th, 2008, at Winona State University, Winona MN. Presented at the 43rd Annual Minnesota Undergraduate Psychology Conference on April 26th, 2008, at Hamline University in St. Paul. . Project was honored at the 2008 College of Liberal Arts Student Research Reception.
- Magera, Alicia & Bertness, Melissa (April, 2002) *Attitudes and Beliefs Toward Juvenile Punishment: Influences on Trying Juveniles as Adults* Presented at the 37th annual Minnesota Undergraduate Psychology, River Falls WI.
- McIntyre, Paul (2008). *The Effects of Sexist Humor of the Acceptance of Sexism*. Presented at the 2nd Annual Student-Faculty Research Celebration on April 16th, 2008, at Winona State University, Winona MN. Presented at the 43rd Annual Minnesota Undergraduate Psychology Conference on April 26th, 2008, at Hamline University in St. Paul. . Project was honored at the 2008 College of Liberal Arts Student Research Reception.
- Meyers, Rebecca & Thompson, Michelle. (April, 2003). *How Mood Effects the Accessibility and Use of Racial Stereotypes*. Presented at the 38th annual Minnesota Undergraduate Psychology Conference Bethel College, St. Paul, MN.
- Miller, Cara (2012) *Evaluation of Perceptions of Usefulness for Performance Appraisal: Traditional versus 360-degree Feedback*.
- Mireri, Ian H. (2012) *Preference and Perception of Management Styles*. Presented at the 7th Annual Celebration of Research and Creative Scholarship at Winona State University on April 17, 2013. Presented at the Annual Minnesota Undergraduate Psychology Conference on April 20th, 2013, at Macalester College, in St. Paul, MN.
- Nelson, Danielle (2012) *Sensation Seeking Personality and Perception of Risk*. Presented at the Seven Rivers Undergraduate Research Symposium, La Crosse, WI (November, 2012).
- Nurmela, Katherine (April, 2006). *Relationships Between Self-Esteem, Personality Characteristics, and Body Image*. Presented at the 41st Annual Minnesota Undergraduate Psychology Conference, University of St. Thomas in St. Paul, MN. Paper published in the Winona State University Psychology Student Journal.

- Peña, Kasey (2011). *Victim Blaming: Effect of attire and alcohol consumption on perception of acquaintance rape victim responsibility*. Presented at the Seven Rivers Undergraduate Research Symposium, La Crosse, WI (November, 2011).
- Poh, Wei Lin (2011) *Interaction Between Social Status and Self-Disclosure on Liking*. Presented at the 5th Annual Student-Faculty Research Celebration at Winona State University, Winona MN. Presented at the Annual Minnesota Undergraduate Psychology Conference on April 16th, 2011, at Carleton College, in Northfield, MN.
- Riemer, Donald J. (2011). *Narcissism and Decision Making Tasks Involving Greed*. Presented at the 5th Annual Student-Faculty Research Celebration at Winona State University, Winona MN. Presented at the Annual Minnesota Undergraduate Psychology Conference on April 16th, 2011, at Carleton College, in Northfield, MN.
- Roethke, Meg (2008). *Differences in University Connectedness and Aspirations between International and American Students*. Presented at the 2nd Annual Student-Faculty Research Celebration on April 16th, 2008, at Winona State University, Winona MN. Presented at the 43rd Annual Minnesota Undergraduate Psychology Conference on April 26th, 2008, at Hamline University in St. Paul. Project was honored at the 2008 College of Liberal Arts Student Research Reception.
- Schafer, Kateri L. (April, 2009). *The Effects of a Defendant's Courtroom Attire on Juror's Verdicts*. Presented at the 3rd Annual Student-Faculty Research Celebration at Winona State University, Winona MN.
- Schneider, Brian W. & Olson, Robert J. (April, 2006). *Extrinsic and Intrinsic Motivational Factors in Relation with Test Anxiety and the Corresponding Effects on Test Performance: A Comparison Between Winona State University and Fastenal School of Business*. Presented at the 41st Annual Minnesota Undergraduate Psychology Conference at University of St. Thomas in St. Paul, MN. Project was honored at the 2006 College of Liberal Arts Student Research Reception.
- Serfling, Adam (2008). *The Impact of photographs on Perceptions of Juvenile Taliban Fighters or Domestic Killers*. Presented at the 2nd Annual Student-Faculty Research Celebration on April 16th, 2008, at Winona State University, Winona MN. Presented at the 43rd Annual Minnesota Undergraduate Psychology Conference on April 26th, 2008, at Hamline University in St. Paul. Project was honored at the 2008 College of Liberal Arts Student Research Reception.
- Serres, Danielle M. (April, 2009). *Effects of Labeling Mental Illness on Individual Perceptions*. Presented at the 3rd Annual Student-Faculty Research Celebration on at Winona State University, Winona MN.
- Shields, Joel H. (April, 2009). *Effects of Color on the Perceptual Good Continuation of Occluded Objects*. Presented at the 3rd Annual Student-Faculty Research Celebration at Winona State University, Winona MN.
- Snyder, Lukas (2011) *Gender of abuser in monogamous heterosexual relationships will influence perceptions of severity/seriousness of abuse*. Presented at the 5th Annual Student-Faculty Research Celebration at Winona State University, Winona MN. Presented at the Annual Minnesota Undergraduate Psychology Conference on April 16th, 2011, at Carleton College, in Northfield, MN.
- Tukua, Abbey (2011). *Attitudes Towards People with Physical Disabilities In The Employment Setting*, Presented at the Seven Rivers Undergraduate Research Symposium, La Crosse, WI (November, 2011).
- vanDonselaar, Alexa (2011). *The Importance of Eye Contact in the Interview Setting*. Presented at the 5th Annual Student-Faculty Research Celebration at Winona State University, Winona MN. Presented at the Annual Minnesota Undergraduate Psychology Conference on April 16th, 2011, at Carleton College, in Northfield, MN.
- Witts, Benjamin. (April, 2005). *Using Sexuality as an Indicator of Childhood Sexual Abuse in College Students: A Pilot Study*. Presented at the 40th Annual Minnesota Undergraduate Psychology Conference, Bemidji, MN. Paper honored at the 2005 College of Liberal Arts Dean's Student Research / Creative Projects Reception. Paper submitted to Psi Chi Journal. Awarded WSU Undergraduate Student Research and Creative Projects Grants (\$460) and travel grant to attend conference.

