

## Curriculum Vitae

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William J. McGuire

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1. Birth: February 17, 1925. New York, New York
2. Education:  
U.S. Army 1943-46 (inc. 6 months engineering, U. of Pittsburgh).  
Fordham College 1942-43; 1946-49. B.A., 1949 (Psych. and Philosophy)  
Graduate School, Fordham University, 1949-50. M.A. 1950 (Psychology)  
Fulbright Scholar, Louvain University (Belgium) 1950-51 (Philosophy)  
Graduate School, Yale University, 1951-54. Ph.D. 1954 (Psychology)  
SSRC Summer Advanced Institute on Mathematics for Social Scientists, 1955  
SSRC Summer Institute on computer simulation of cognition, 1963
3. Positions:  
University of Minnesota (Lab. for Research in Social Relations),  
SSRC postdoctoral fellow, 1954-55.  
Yale University, Psychology Dept., Instructor 1955-56; Assistant  
Professor 1956-58.  
University of Illinois, Psychology Department, Assistant Professor  
1958-59; Associate Professor 1959-61.  
Columbia University, Social Psychology Department, Associate  
Professor 1961-64; Professor 1964-
4. Editorial work, committees, awards, etc.:  
Member or fellow: Sigma Xi, A.A.A.S., Amer. Psychol. Assoc.,  
Amer. Sociol. Assoc., A.A.P.O.R.  
Consulting Editor, J. abnorm. soc. Psychol., 1962-64  
Consulting Editor, Psychol. Bull., 1964-  
Consulting Editor, J. pers. soc. Psychol., 1964-  
APA Visiting Scientist, 1961; 1965; 1966.  
Advisory Panel for Sociology and Social Psychology, National Science  
Foundation, 1963-  
General Electric Foundation Award, 1963, 1964, 1966  
Socio-Psychology Prize, American Association for the Advancement of  
Science, 1963.  
Hovland Memorial Award and Lectureship, Yale University, 1964  
Distinguished Visitor in Behavioral Sciences, Purdue U., May 1965.  
Panel Member, NAS-NRC Committee on post doctoral fellowships and  
awards, 1964-  
Fellow, Center for Advanced Study in Behavioral Sciences, Palo Alto,  
1965-66.  
Advisor for Exper. and Social Psych., Random House, 1964-

Consulting Editor, J. Exper. Social Psychol., 1966-

5. Publications:

- Order of presentation as a factor in "conditioning" persuasiveness. in Hovland, C.I. et. al. Order of Presentation in Persuasion. Yale, 1957, pp. 98-114.
- Cognitive consistency and attitude change. J. abnorm. soc. Psychol., 1960, 60, 345-353.
- Direct and indirect effects of dissonance-producing messages. J. abnorm. soc. Psychol., 1960, 60, 354-358.
- A syllogistic analysis of cognitive relationships. In Hovland, C.I. and Rosenberg, M.J. (eds.). Attitude Organization and Change. New Haven: Yale, 1960, pp. 65-111.
- The relative efficacy of various types of prior belief-defenses in producing immunity to persuasion. J. abnorm. soc. Psychol., 1961 62, 327-337. (with Papageorgis, D.)
- The generality of immunity to persuasion produced by pre-exposure to weakened counter-arguments. J. abnorm. soc. Psychol., 1961, 62, 475-481. (with Papageorgis, D.)
- The effectiveness of supportive and refutational defenses in immunizing and restoring beliefs against persuasion. Sociometry, 1961, 24, 184-197.
- A multiprocess model for paired-associate learning. J. exper. Psychol., 1961, 62, 335-347.
- Some deleterious effects on a perceptual-motor skill produced by an instructional film: massing effects, interference and anxiety. In Lumsdaine, A.A. (ed.). Student Response in Programmed Instruction. Washington, D.C.: National Academy Sci., 1961, pp. 177-185.
- Some factors influencing the effectiveness of demonstrational films: repetition of instruction, slow motion, distribution of showings and instructional narrations. Ibid., pp. 187-207.
- Effects of serial position and proximity to "reward" within a demonstrational film. Ibid., pp. 209-216.
- Interpolated motivational statements within a programmed series of instructions as a distribution of practice factor. Ibid., pp. 411-415.
- Audience participation and audio-visual instruction: overt-covert responding and rate of presentation. Ibid., pp. 417-426.

- Resistance to persuasion conferred by active and passive prior refutation of the same and alternate counter-arguments. J. abnorm. soc. Psychol., 1961, 63, 326-332.
- Persistence of the resistance to persuasion induced by various types of prior belief defense. J. abnorm. soc. Psychol., 1962, 64, 241-248.
- Effectiveness of forewarning in developing resistance to persuasion. Publ. Opin. Quart., 1962, 26, 24-34. (with papageorgis, D.)
- Book Review of Harvey, O. J., Hunt, D.E., & H. M. Schroder. Conceptual Systems and Personality Organization. N.Y.: Wiley, 1961. In ACPA Newsletter, 1962, 12, No. 2, 6-7.
- Book Review of Sherif, M., & C. I. Hovland. Social Judgment. New Haven: Yale, 1961. In Contemporary Psychology, 1962, 7, 320-322.
- Book Review of Doob, L. Communication in Africa. Yale: 1961. In American Anthropologist, 1963, 65, 172-173.
- Book Review of Brehm, J., & A. R. Cohen. Explorations in Cognitive Dissonance. Wiley, 1962. In American Journal of Psychology, 1964, 77, 337-338.
- Persistence of induced opinion change and retention of inducing message content. J. abnorm. soc. Psychol., 1964, 68, 233-241. (with Watts, W.)
- Inducing resistance to persuasion: some contemporary approaches. In Berkowitz, L. (ed.). Advances in Experimental Social Psychology, Academic Press, 1964, pp. 191-229.
- Anticipatory belief lowering following forewarning of persuasive attack. J. pers. soc. Psychol., 1965, 2, 471-480. (with Susan Millman)
- Prior reassurance of group consensus as a factor in producing resistance to persuasion. Sociometry, 1965, 28, 44-56. (with Lynn Anderson)
- Discussion of W. N. Schoenfeld's "Learning Theory and Social Psychology". In Klineberg, O. and Christie, R. (Eds.) Perspectives in Social Psychology, N.Y.: Holt, 1965, 135-140.
- ~~Role of prior belief threat in producing resistance to persuasion.~~  
Bulletin du C.E.R.P., 1965, 14<sup>5</sup>, in press. (French translation of invited address at XV International Congress of Psychology, Ljubljana, 1964. English mimeographed text available.)

Techniques pour la création de la résistance à la persuasion: Le rôle de la menace préalable à la croyance.

Attitudes and Opinions. Annual Review of Psychology, 1966, 17, Ch. 13, in press, (Mimeographed<sup>revision</sup> available)

Personality and susceptibility to social influence. In Borgatta, E. F., and Lambert, W. W. (Eds.), Handbook of Personality Theory and Research, Chicago: Rand McNally, 1966, in press. (Mimeographed<sup>revision</sup> available)

Current status of cognitive consistency theories. In Feldman, S. (Ed.), The Consistency Motive, N.Y., Academic Press. Scheduled for 1966. (Mimeographed version available)

6. Invited Works, to Appear:

Immunization Against Persuasion. Yale, 196<sup>C</sup>. To be the first book in the "Hovland Memorial Series," each to be based on a biennial lecture series at Yale in honor of Carl Hovland. A mimeographed version is now available (minus two chapters to be written on completion of research in progress). The mimeographed version won the annual socio-psychology award of the American Association for the Advancement of Science, December, 1963.

Lindzey, G. & E. Aronson (eds). Handbook of Social Psychology. Revised edition, c. 1966. I am to do for this new edition: Ch. 23 "Attitudes: structure and development," and Ch. 24 "Attitudes: change and relation to behavior." I shall combine these into one long chapter.

Producing resistance to persuasion. Science, 196<sup>6</sup> (Invited article)

Persuasion, resistance and attitude change. Ch. 19 in Pool, I. deS., and Maccoby, N. (Eds.) Handbook of Communication Research. (c. 1967).

7. Personal Data

Married: Wife, Claire

Children: Three (James, b. 1957; Anne, b. 1958; Steven, b. 1959.)

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Temporary (Sept. 65-July 1966) home address: 734 San Rafael Place, Stanford, California, 94305  
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