

Jamie Barden

Curriculum Vita

Department of Psychology
Howard University
641 S. Street NW 3rd Floor
Washington DC 20001

(202) 806-9451
jbarden@howard.edu
jamiebarden.org

Academic Positions

2017-present Professor, Department of Psychology, Howard University

2010-2017 Associate Professor, Department of Psychology, Howard University

2005-2010 Assistant Professor, Department of Psychology, Howard University

Education

Ph.D. Psychology, Ohio State University, 2005, Specialization: Social Psychology, Minor: Quantitative Psychology.

M.A. Psychology, Ohio State University, 2001, Specialization: Social Psychology.

B.A. Psychology, Grinnell College, 1997, Phi Beta Kappa.

Grants

NAEP-Howard Statistics and Evaluation Institute. (2020-2024). Educational Testing Service and the NAEP-Howard University Collaborative (Role: PI with Lloyd Ren Sloan): \$340,000.

NAEP-Howard Statistics and Evaluation Institute. (2013-2019). Educational Testing Service and the NAEP-Howard University Collaborative (Role: PI with Lloyd Ren Sloan): \$250,000.

Collaborative Research: Stereotype Validation and Intellectual Performance. (2012-2016). National Science Foundation (Role: PI): \$190,000.

NAEP-Howard Statistics and Evaluation Institute. (2012-2013). Educational Testing Service and the NAEP-Howard University Collaborative (Role: PI with Lloyd Ren Sloan): \$77,000.

Racial Identity Development as a Self-Regulatory Process. (2007-2009). Howard University Faculty Research Award: \$69,000.

Ambivalence as a Path to Reducing Prejudice Against Gays Within the African American Community. (2006). American Psychological Foundation, Wayne F. Placek Award: \$4,500.

Journal Articles

- Scott, W. B., Barden, J., Augustus, S., Mensah, R., & Kim, W. (under review). Malocclusion hurts employment by making people appear less competent: A pre-registered randomized study.
- Van Camp, D., Barden, J., & Sloan, L. R. (2016). Social and individual religious orientations exist within both intrinsic and extrinsic religiosity. *Archive for the Psychology of Religion*, 1, 22-46.
- Clark, J. K., Thiem, K. C., Barden, J., O'Rourke, J. L., & Evans, A. T. (2015). Stereotype validation: The effects of activating negative stereotypes after intellectual performance. *Journal of Personality and Social Psychology*, 108, 531-552.
- Gwinn, J., Barden, J., & Judd, C. M. (2015). Face recognition in the presence of angry expressions: A target-race effect rather than a cross-race effect. *Journal of Experimental Social Psychology*, 58, 1-10.
- Barden, J., & Tormala, Z. L. (2014). Elaboration and attitude strength: The new meta-cognitive perspective. *Social and Personality Psychology Compass*, 8, 17-29.
- Barden, J., Rucker, D. D., Petty, R. E., & Rios, K. (2014). Order of actions mitigates hypocrisy judgments for ingroup more than outgroup members. *Group Processes and Intergroup Relations*, 17, 590-601.
- Brunell, A. B., Staats, S., Barden, J., & Hupp, J. M. (2011). Narcissism and academic dishonesty: The exhibitionism dimension and the lack of guilt. *Personality and Individual Differences*, 50, 323-328.
- Van Camp, D., Barden, J., & Sloan, L. R. (2010). Predictors of Black students' race-related reasons for choosing a HBCU and intentions to engage in racial identity relevant behaviors. *The Journal of Black Psychology*, 36, 226-250.
- Van Camp, D., Barden, J., Sloan, L. R., & Clarke, R. P. (2009). Choosing an HBCU: An opportunity to pursue racial self-development. *The Journal of Negro Education*, 78, 457-468.
- Barden, J., & Petty, R. E. (2008). The mere perception of elaboration creates attitude certainty: Exploring the thoughtfulness heuristic. *Journal of Personality and Social Psychology*, 95, 489-509.
- Briñol, P., Petty, R. E., & Barden, J. (2007). Happiness versus sadness as a determinant of thought-confidence in persuasion: A self-validation analysis. *Journal of Personality and Social Psychology*, 93, 711-737.
- Barden, J., Rucker, D. D., & Petty, R. E. (2005). "Saying one thing and doing another": Examining the impact of event order on hypocrisy judgments of others. *Personality and Social Psychology Bulletin*, 31, 1463-1474.

Maddux, W. W., Barden, J., Brewer, M. B., & Petty, R. E. (2005). Saying no to negativity: The effects of context and motivation to control prejudice on automatic evaluative responses. *Journal of Experimental Social Psychology*, 41, 19-35.

Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2004). Contextual moderation of racial bias: The impact of social roles on controlled and automatically activated attitudes. *Journal of Personality and Social Psychology*, 87, 5-22.

Book Chapters

Barden, J., & Scott, W. B. (2022). Public Meeting. In R. A. Gurung (Ed.), *In Routledge Encyclopedia of Psychology in the Real World*.

Scott, W. B., & Barden, J. (2022). Social Proof. In R. A. Gurung (Ed.), *In Routledge Encyclopedia of Psychology in the Real World*.

Barden, J. & Petty, R. E. (2012). Persuasion. In V. S. Ramachandran (Ed.), *Encyclopedia of Human Behavior*, 2nd Edition. (pp. 96-102). San Diego: Elsevier.

Petty, R. E., Barden, J., & Wheeler, S. C. (2009). The Elaboration Likelihood Model of persuasion: Health promotions for sustained behavioral change. In R. J. DiClemente, R. A. Crosby, & M. Kegler (Eds.), *Emerging theories in health promotion practice and research*, 2nd Edition. (pp. 185-214). San Francisco: Jossey-Bass.

Barden, J. (2007). Forewarning. In R. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage, Vol. 1, pp. 358-359.

Bizer, G. Y., Barden, J. C., & Petty, R. E. (2003). Attitudes. In L. Nadel (Ed.), *Encyclopedia of Cognitive Science*. London: Macmillan.

Petty, R. E., Barden, J., & Wheeler, S. C. (2002). The Elaboration Likelihood Model of persuasion: Health promotions that yield sustained behavioral change. In R. J. DiClemente, R. A. Crosby, & M. Kegler (Eds.), *Emerging theories in health promotion practice and research: Strategies for improving public health*. (pp. 71-99). San Francisco: Jossey-Bass.

Manuscript

Barden, J., Kopp, B., Petty, R. E. & Luttrell, A. (in prep). Ease of retrieval and the thoughtfulness heuristic: Distinct meta-cognitive paths to attitude certainty and behavior change.

Presentations

Barden, J., Scott, W. B. (2025). *Perfect teeth for career success because it conveys competence*. Poster presented at the Society for Personality and Social Psychologists, Denver, CO.

Barden, J., & Kearse, T. A. (2024). *Medical or Moral Models of Addiction through Demographic Lenses*. Poster presented at the Society for Personality and Social Psychologists, San Diego, CA.

- Barden, J., Kearse, T. A., & Rios, K. (2022). *Pluralistic ignorance about expressions of faith: Campus norms at HBUs and PWIs*. Virtual poster presented at the Society for Personality and Social Psychologists.
- Barden, J., (2018). *Orthodontia Care and Career Prospects*. Paper presented at the attitudes and social influence pre-conference at the annual meeting of the Society of Personality and Social Psychologists, Atlanta, GA.
- Barden, J., (2017). *Race matching of advertising has mixed effects*. Poster session presented at the Society of Personality and Social Psychologists, San Antonio, TX.
- Barden, J. (2016). *Race tailoring for Blacks in advertising: Why it works and for whom it doesn't*. Poster session presented at the Society for Consumer Psychology Boutique Conference on Identity-Related Consumption, Chicago, IL.
- Barden, J. (2015). *Establishing a non-elaborative path to attitude certainty via accessibility and perceived accessibility*. An invited paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., Luttrell, A., Kopp, B., & Petty, R. E. (2015). *Perceived ease reflecting attitude accessibility: A distinct mechanism from persuasion antecedents to strength consequences*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Long Beach, CA.
- Barden, J., Clark, J. K., & Thiem, K. C. (2014). *Danger after the test: Negative stereotypes validate poor performance*. Paper presented at the groups pre-conference at the annual meeting of the Society of Experimental Social Psychology, Columbus, Ohio.
- Barden, J., Rucker, D. D., Petty, R. E., & Morrison, K. R. (2014). *Order of actions mitigates hypocrisy judgments, but differentially for ingroup and outgroup members*. Paper presented at the annual meeting of the International Society of Justice Research, New York, NY.
- Barden, J., & Clark, J. K. (2014). *Activating stereotypes post-performance: Negative consequences for Blacks' math ability beliefs*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., & Orehek, E. (2010). *Positive and negative effects of Obama on academic task performance*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., & Orehek, E. (2010). *Good feelings and poor performance: The reverse "Obama effect"*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Las Vegas, NV.
- Barden, J. (2009). *Putting on the brakes of workplace discrimination: Controlled and automatic processes*. Presenter and panel discussant at the John M. Olin Conference on Combating Workplace Discrimination, University of Virginia Law School, Charlottesville, VA.

- Van Camp, D., Sloan, L. R. & Barden, J. (2009). *Religious Identity: Personal or Social (or both)?* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.
- Kopp, B., Barden, J., & Petty, R. E. (2009). *Elaboration antecedents result in attitude strength through two separate paths: Parallel mediation by accessibility and amount of thought.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.
- Barden, J., Rucker, D. D., Petty, R. E., & Morrison, K. R. (2009). *Ambiguous actions foster moral double standards: Social group matching biases judgments of hypocrisy in others.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Tampa, FL.
- Barden, J., Van Camp, D., & Sloan, R. (2008). *Choosing a historically black college as racial identity development.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Van Camp, D., Barden, J., Clarke, R. P., & Sloan, L. R. (2008). *A self-regulatory approach to group identity development.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Albuquerque, NM.
- Barden, J., Camp, D., & Sloan, L. R. (2007). *Prejudice against gay men: Exploring determinants within the African American community.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Memphis, TN.
- Barden, J., Rucker, D. R., & Petty, R. E. (2006). *Seeing a hypocrite or not depends on the eye of the beholder.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., & Petty, R. E. (2006). *A comprehensive process from antecedents of elaboration to strength consequences: Mediation by the perception of the extent of elaboration.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Palm Springs, CA.
- Barden, J., & Petty, R. E. (2005). *A meta-cognitive revision: Perceived amount of thought provides a mechanism behind attitude certainty.* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., & Petty, R. E. (2005). *The process through which message relevant elaboration determines attitude certainty.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, New Orleans, LA.
- Barden, J., Rucker, D. D., & Petty, R. E. (2004). *Hypocrisy of others: Why is saying one thing and (then) doing another more hypocritical than the reverse?* Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Briñol, P., Petty, R. E., Barden, J., & Horcajo, J. (2004). *Changing automatic attitudes with persuasive messages.* Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.

- Barden, J., Rucker, D. D., & Petty, R. E. (2004). Hypocrisy of others. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Austin, TX.
- Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2003). *Where do automatic racial attitudes come from? Asian-Americans use stereotypes and Asian immigrants use intergroup affect*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., Rucker, D. D., & Petty, R. E. (2003). *So what if you don't practice what you preach? The antecedents and consequences of judging other's hypocrisy*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Los Angeles, CA.
- Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2002). *Contextual constraint: The places where implicit and explicit attitudes converge*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Barden, J., Maddux, W. W., Petty, R. E., & Brewer, M. B. (2002). *Physical context moderates implicit and explicit racial attitudes*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Savannah, GA.
- Maddux, W. W., Barden, J., Brewer, M. B., & Petty, R. E. (2002). *Contextually cued correction: The effects of motivation and context on implicit racial attitudes*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, Savannah, GA.
- Maddux, W. W., & Barden, J. (2001). *Motivation to control prejudice and its effect on implicit racial attitudes*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Maddux, W. W., & Barden, J. (2001). *Context as a moderator of automatic responses to racial stimuli*. Poster session presented at the annual meeting of the Society of Personality and Social Psychologists, San Antonio, TX.
- Le, B., & Barden, J. (1997). *A bias in physical attractiveness ratings of familiar targets*. Poster session presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Panels and Invited Colloquia

- Student Perspectives on their first AI Assignment. CETLA (June, 2026)
- Middle Atlantic Society of Orthodontists: Continuing Education on Dental Aesthetics and Everyday Life (March, 2025)
- Society of Personality and Social Psychologists: Professional Development Session Psychologists in Politics: Getting Heard and Having an Impact Co-chair and Speaker (February 2020)
- Brookings Institute Panel, Homeownership while Black: Examining the devaluation of assets in black neighborhoods (December 2018)
- American Psychological Association Meeting, Washington, D.C.
American Psychological Foundation Grant Awardee Panel (August 2017)
- George Mason University, I/O Area Brown Bag (September, 2015)

Midwestern Psychological Association Meeting, Chicago, IL,
Workshop Panel (April 2015)
University at Buffalo—SUNY, Department of Psychology (March, 2015)
University at Buffalo—SUNY, DeMarree Lab (March, 2015)
Educational Testing Service (ETS), Princeton, NJ (July, 2014)
Ohio University, Psychology Department Colloquium Series (October, 2013)
Ohio State University, Social Psychology-GAP lab (October, 2013)
Grinnell College, Alumni Symposium on Psychology and Race (November, 2012)
University of Maryland, Social-Decision-Organizational Psychology Colloquium Series
(November, 2009)
UVA, John M. Olin Conference on Combating Workplace Discrimination (April, 2009)
Howard University, Assistant Professors Research Group (October, 2008)
Virginia Commonwealth University, Department of Psychology (September, 2008)
INSEAD Business School, Fontainebleau, France (May, 2007)
Université de Lausanne, Department of Psychology, Switzerland (May, 2007)
Ohio State University, Social Psychology-GAP lab (March 2006)
Howard University, Department of Psychology (April, 2005)
University at Buffalo—SUNY, Department of Psychology (December, 2004)

Teaching

Howard University Graduate Level:

- General Research Methods
- Research Methods in Social Psychology
- Intergroup Dynamics and Race Relations
- Health Behavior and Social Psychology
- Group Dynamics
- Basic and Contemporary Issues in Attitudes and Persuasion
- Attitudes and Social Cognition
- Quantitative Research Methods and Statistics Workshop
- Introduction to SPSS Workshop

Howard University Undergraduate Level:

- Strategies for Human-Centered AI
- Social Psychology
- Research Design and Analysis with Lab
- Statistics I with Lab

Ohio State University

- Introduction to Social Psychology (Undergraduate)

Editing and Reviewing

Associate Editor: Basic and Applied Social Psychology, 2011-2013

Editorial Board: Basic and Applied Social Psychology, 2014-present

Grant Review Panels: National Science Foundation

- American Psychological Foundation

- Israel Science Foundation

Ad Hoc Journal Review:

Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Applied, European Journal of Social Psychology, Social Cognition, Journal of Applied Social Psychology, Journal of Communication, Political Psychology, Psychonomic Bulletin and Review, British Journal of Social Psychology, Group Processes and Intergroup Relations, Organizational Behavior and Human Decision Processes, Psychological Reports, Social Psychology, Sex Roles, Journal of Black Psychology, Social Development, Journal of Business Ethics, The Journal of Higher Education, Autism in Adulthood, Criminal Justice Review, Communication Studies, Race and Social Problems, The Spanish Journal of Psychology, PLOS One.

General Service

Assessment Committee Chair, Department of Psychology, 2016-present
Nominations Committee, College of Arts and Sciences, 2019-2022
Intel Science Talent Search, Award Judge, Science Talent Institute 2009-2017
Colloquium Series Founder and Chair, Department of Psychology, 2008-2015
Webmaster, Department of Psychology, 2008-2017
Search Committee Chair for Quantitative Psychology Position, 2015
Group Processes and Intergroup Relations Pre-Conference Co-organizer,
Society of Personality and Social Psychologists Conference, 2012
Symposium Moderator, Midwestern Psychological Association Meeting, 2009
Interdisciplinary Programs Task Force, Howard University
Sabbatical Committee, Howard University

Professional Development

ASCEND-AI Fellow
AWS Generative AI Intensive Workshop
Mediation with Repeated-Measures and Multilevel Data, SPSP Conference, Portland, OR
Practical Multilevel Modelling Workshop, SPSP Conference, Atlanta, GA
Website Builder Training, Graduate School, Howard University
Designing Syllabi, CETLA, Howard University
Matching Content and Activities with Objectives, CETLA, Howard University
Department Web Management Training, COAS, Howard University
Teaching Large Classes Workshop, CETLA, Howard University
Higher-Education Assessment Workshop, OIAE, Howard University
Moderation and Mediation Analysis with PROCESS, University of Kansas Summer Institute, Hayes and Preacher
Grant Writing Workshop, Graduate School, Howard University
Introduction to Blackboard, CETLA, Howard University

Honors and Awards

Fellow, Society of Experimental Social Psychology (2011).
Summer fellowship in support of summer teaching assistant training program (July-September 2002).
National Institute for Mental Health Pre-Doctoral Traineeship (2000-2001).
Ohio State University Fellowship (1999).

Professional Affiliations

Society of Personality and Social Psychology
Midwestern Psychological Association