

August, 2008

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

PROFESSIONAL EXPERIENCE:

2006 - Vice Chair for Graduate Education, Political Science Department, 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 - Professor, 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 Political Psychology; Public Opinion; Multivariate Statistics; Advanced
Classes: Statistical Techniques (Maximum Likelihood).

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

JOURNAL ARTICLES:

- 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).
- 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. 2005. "A New Approach for Studying Campaign Effects." *British Journal of Political Science*, Vol. 35(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.
- 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: Guildford 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.
- Gutek, 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:

Lau, Richard R., and Ivy Brown Rovner. *In press*. "Negative Campaigning." *Annual Review of Political Science*, Volume 12.

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:

Lau, Richard R., David J. Andersen, Hannah Holden, and Kevin Worrall. "Changing Patterns of the Presidential Vote Choice, 1980 - 2004: A Structural Equations Analysis." *In progress*.

Lau, Richard R., and Caroline Heldman. "Self-Interest, Symbolic Attitudes, and Support for Public Policy: A Multilevel Analysis." *Under review*.

Lau, Richard R., Parina Patel, Dalia Fahmy, and Robert Kaufman. "Correct Voting Across 32 Democracies." *In progress*.

Lau, Richard R., and David P. Redlawsk. "Information Processing and Political Advertisements."

Jenkins, Krista, and Richard R. Lau. "Uninformed Voters and Heuristic Use: Information Effects in Presidential Elections Reconsidered." *Being revised*.

Redlawsk, David P., and Richard R. Lau. "Candidate Gender and Political Information Processing." *In progress*.

Schlesinger, Mark, and Richard R. Lau. "Reading Public Policy: Metaphorical Reasoning and Assessments of Government Action."

INVITED TALKS IN PAST FEW YEARS

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

October, 2006: Vanderbilt University, Political Science Department

May, 2006: University of Texas, Political Science Department

April, 2006: University of California, Davis, Political Science Department

April, 2006: Rutgers University, Psychology Department

March, 2006: Temple University, Political Science Department

March, 2006: Harvard University, Political Science Department

March, 2005: Princeton University, Woodrow Wilson School

February, 2005: Columbia University, Political Science Department

April, 2004: University of North Carolina, Political Science Department

CONVENTION PAPERS:

- 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 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 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 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 or 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.
- Lau, Richard R., Gerald M. Pomper, and Erlinda Mazeika. 1995. "The Effectiveness of Negative Campaigning." Paper presented at the 91st annual meeting of the American Political Science Association, Chicago.
- Redlawsk, David P., and Richard R. Lau. 1995. "The Miserly Voter: Heuristics and "Rational" Voting Behavior." Paper presented at the 53rd annual meeting of the Midwest Political Science Association, Chicago.

- Babbitt, Paul R., and Richard R. Lau. 1994. "The Impact of Negative Political Campaigns on Political Knowledge." Paper presented at the annual meeting of the Southern Political Science Association, Atlanta.
- Redlawsk, David P., and Richard R. Lau. 1994. "The Effect of Political Expertise on Support for the United States Supreme Court, 1980 - 1992." Paper presented at the 90th annual meeting of the American Political Science Association, New York.
- Murray, Patrick, and Richard R. Lau. 1993. "The Salience of Social Groups When Individuals Evaluate and Act Politically." Paper presented at the 89th annual meeting of the American Political Science Association, Washington D.C.
- Lau, Richard R., and David P. Redlawsk. 1993. "An Experimental Study of Information Search, Memory, and Decision Making During a Political Campaign." Paper presented at the Political Psychology Conference, University of Illinois at Urbana-Champaign, June 17 - 20, 1993.
- Lau, Richard R. 1992. "A Process Tracing Analysis of Political Decision Making." Paper presented at the annual meeting of the Society of Experimental Social Psychologists, San Antonio.
- Lau, Richard R., and David P. Redlawsk. 1992. "How Voters Decide: A Process Tracing Study of Decision Making During Political Campaigns." Paper presented at the 88th Annual Meeting of the American Political Science Association, Chicago.
- Lau, Richard R. and Leventhal, Howard. 1992. "Policy Implications of Commonsense Representation of Illness." *Invited address* to a special meeting of the Society for the Psychological Study of Social Issues, Bethesda, Maryland, March 6, 1992
- Lau, Richard R. 1991. "Negative Voters and Negative Voting." Paper presented at the 87th Annual Meeting of the American Political Science Association, Washington D.C.
- Lau, Richard R. 1991. "Negative Voting in the 1980s: Updating a Thesis." Paper presented at the 49th annual meeting of the Midwest Political Science Association, Chicago.
- Lau, Richard R. 1989. "Information Search During a Political Campaign." Paper presented at the 85th annual meeting of the American Political Science Association, Atlanta.
- Lau, Richard R., David O. Sears, and Tom Jessor. 1989. "Fact or Artifact Revisited: Survey Instrument Effects and Pocketbook Politics." Paper presented at the annual meeting of the 47th annual meeting of the Midwest Political Science Association, Chicago.
- Lau, Richard R., Richard A. Smith, and Susan T. Fiske. 1988. "Framing Effects, Political Schemata, and Political Persuasion." Paper presented at the 84th annual meeting of the American Political Science Association, Washington, D.C.
- Jacobs, Marilyn L., and Richard R. Lau. 1988. "Health Promotion, Locus of Control, and Health Behavior." Paper presented at the 98th annual meeting of the American Psychological Association, Atlanta.

- Lau, Richard R. 1988. "Further Exploration of Commonsense Representations of Common Illnesses." Paper presented at the 98th annual meeting of the American Psychological Association, Atlanta.
- Lau, Richard R., Richard A. Smith, and Susan T. Fiske. 1987. "Framing Political Persuasion: A Preliminary Report." Paper presented at the 97th annual meeting of the American Psychological Association, New York; and the 83rd annual meeting of the American Political Science Association, Chicago.
- Jacobs, Marilyn L., and Richard R. Lau. 1987. "Determinants of Adolescent Health Orientations." Paper presented at the 97th annual meeting of the American Psychological Association, New York.
- Lau, Richard R., Richard A. Smith, and Susan T. Fiske. 1987. "Citizen Schemas about the Nature of Political Objects." Paper presented at the annual meeting of the Society of Experimental Social Psychologists, Charlottesville, VA.
- Erber, Ralph, and Richard R. Lau. 1986. "Political Cynicism Revisited: The Role of Political Schemata in the Decline of Trust in Government." Paper presented at the 82nd annual meeting of the American Political Science Association, Washington D.C.; and the 96th annual meeting of the American Psychological Association, Washington, D.C.
- Lau, Richard R. 1985. "Changing Perspectives on Political Thinking." *Keynote address* to the 81st annual meeting of the American Political Science Association, New Orleans.
- Lau, Richard R., and Steven Klepper. 1985. "The Development of Health Related Beliefs in Children." Paper presented at the 95th annual meeting of the American Psychological Association, Los Angeles.
- Lau, Richard R. 1984. "Political Schemas, Candidate Evaluations, and Voting Behavior." Paper presented at the 19th annual Carnegie Symposium on Cognition, Pittsburgh; and the annual meeting of the International Society of Political Psychology, Toronto.
- Lau, Richard R. 1983. "Reference Group Influences on Political Attitudes and Behavior: The Importance of the Social and Psychological Contexts." Paper presented at the 79th annual meeting of the American Political Science Association, Chicago; and the annual meeting of the Society of Experimental Social Psychologists, Pittsburgh.
- Lau, Richard R., Robert R. Coulam, and David O. Sears. 1983. "Proposition 2 ½ in Massachusetts: Self-interest, Anti-government Attitudes, and Political Schemas." Paper presented at the 41st annual meeting of the Midwest Political Science Association, Chicago.
- Lau, Richard R., and David O. Sears. 1981. "Economic Grievances and Political Response: Some Underlying Psychological Processes." Paper presented at the 77th annual meeting of the American Political Science Association, New York.
- Lau, Richard R. 1981. "The Role of Attributions in Response to Illness." Paper presented at the 91st annual meeting of the American Psychological Association, Los Angeles.
- Sears, David O., Richard R. Lau, Tom R. Tyler, and Harris M. Allen. 1981. "Self-interest vs. Symbolic Politics in Policy Attitudes and Presidential Voting." Paper presented at the 91st annual meeting

of the American Psychological Association, New York; and at the 75th annual meeting of the American Political Science Association, Washington, D.C.

- 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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