

CURRICULUM VITAE

William D. Crano

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Education:

A.B., Princeton University, 1964
M.S., Northwestern, 1966
Ph.D., Northwestern, 1968

University Experience:

Oskamp Professor, Psychology, Claremont Graduate University, 1998--
Department Head, Communication, University of Arizona, 1992-1998
Professor of Psychology and Communication, University of Arizona, 1992--1998
Visiting Professor, Psychology, Johns Hopkins University, Fall, 1990
Professor, Psychology, Texas A&M University, 1984--1992
Professor, Psychology, Michigan State University, 1975-1984
Associate Professor, Psychology, Michigan State University, 1971-1974
Assistant Professor, Psychology, Michigan State University, 1968-1970

Other Professional Experience:

Director, Health Psychology and Prevention Science Institute, Claremont Graduate University, 2010—
present
Advisor to the UN Office on Drugs and Crime, Vienna: Commission on Narcotic Drugs, 2014- present
Advisor to U.S. State Department, Colombo Plan and CICAD of OAS: Training and Certifying Drug
Prevention Professionals in S.E. Asia, Africa, the Middle East, and Central/South America 2013- present
Advisor to UN Office on Drugs and Crime, Vienna: Paris Pact Initiative: An International Partnership to
Combat Afghan Opium Trafficking and Consumption, 2012- present
Advisor to the Director, NIDA, Strategic Planning Committee, 2012
Consultant to UN Office on Drugs and Crime, Developing Standards for Prevention Worldwide Vienna,
2011-2018
Advisor to the U.S. Surgeon General: Roadmap for the Future, 2011
Program Director in Social Psychology, National Science Foundation, 1989-90
Liaison Scientist, Office of Naval Research, London, England, 1986-1988
Director, Public Policy Resources Laboratory, Texas A&M University, 1985
Director, Center for Evaluation and Assessment, Michigan State University, 1979-1984.
Fulbright Fellow, Federal University-Rio Grande do Sul, Porto Alegre, Brazil, 1982-1983
NATO Senior Scientist, University of Southampton, England, 1974-1975

Honors and Awards

Social Responsibility Award, Western Psychological Association, 2017
Oskamp Chair, Distinguished Professorship in Psychology, Claremont Graduate University, 2001-

Fellow, Society for Experimental Social Psychology, 2009
Fellow, American Psychological Association, 1994
Fellow, American Psychological Society, 1994
Executive Committee, Society for Experimental Social Psychology, 1990-1993, Secretary/
Treasurer, 1991-92; Chair, 1992-93.
Outstanding Service Award, National Science Foundation, 1990
Performance Award for Superior Performance, U.S. Navy, Office of Naval Research - London, 1988
Special Achievement Award for Sustained Superior Performance, U.S. Navy, Office of Naval
Research - 1987
G. Stanley Hall Memorial Lecturer, Research Methodology, American Psychological Association, 1985
Fulbright Senior Research Fellowship, Federal University, Rio Grande do Sul, Porto Alegre, Brazil, 1982
NATO Senior Science Research Fellowship, Southampton University, Southampton, England, 1974
NIMH Intersocietal Trainee, Northwestern University, 1967-1968
University Fellow, Northwestern University, 1964-1966
Cum laude and Sigma Xi, Princeton University, 1964

Consultancies:

Consulting Editor, *Frontiers in Psychology (Social psychology)* 2015-2020
Consulting Editor, *PsycCRITIQUES*, 2014-2017
Consulting Editor: *Social Influence*, 2008--
Consulting Editor: *Personality and Social Psychology Compass* 2006--
Consulting Editor: *Human Communication Research*, 1998-2001
Consulting Editor: *Journal of Personality and Social Psychology* 1994-2000
Consulting Editor: *Basic and Applied Social Psychology*, 1995-1997
Consulting Editor: *International Journal of Group Tensions*, 1995-1998
Associate Editor: *Basic and Applied Social Psychology* 1992-1995
Associate Editor: *Personality and Social Psychology Bulletin* 1991-1994
Consulting Editor: *Personality and Social Psychology Bulletin* 1981-1985
Consulting Editor: *Journal of Personality and Social Psychology* 1979

Panelist, NCI Panel, Substance Abuse and Social Media, June, 2014
Panelist, NIDA Panel Director, Imaging of Drug Use Prevention Messages, July, 2007
Panelist, NIH Panel, Community Influences on Health Behavior, Oct, 2004-Oct, 2009
Panelist, NIDA Panel to Assess Drug/HIV Interactions in Youth, May, 2004
Panelist, Expert Panel to Assess the Westat/Annenberg Evaluation of the ONDCP Youth Anti-Drug
Media Campaign, NIDA, 2002
Panelist, NIDA-F, Health Services Research Subcommittee, 1997
Consultant on Persuasion and Media Approaches to Drug Prevention, NIDA, 1997
Member, Data Monitoring and Safety Board of the NIMH Multi-site, Multi-population HIV Prevention
Collaborative Study 1991-1997
Senior Methodologist, NBC/Microsoft project on the 1996 election, "American Conversations"
Panelist, NIMH Panel on Family Interventions and HIV/AIDS, 1995.
Panelist, NIMH AIDS Research Centers, 1993.
Panelist: National Science Foundation, Panel on Social & Developmental Psychology, 1978-81;
Panelist: Dept. Health & Human Services, PHS, HRA, Division of Health Professions, Division of Nursing
Research, 1978-1985.

Books:

Schroder, H.M., Kennedy, J.L., Crano, W.D., Coffman, T.L., & Karlins, M. (1965). *Factors underlying performance in a complex decision-making task: Performance in an anti-air warfare context*. Fort Belvoir, VA: Fort Belvoir Technical Information Center.

- Barclay, A. M., Crano, W. D., Thornton, C., & Werner, A., (1970). *How to do a university*. New York: Wiley.
- Barclay, A. M., Crano, W. D., Thornton, C., & Werner, A., (1972). *To a certain degree: A guide to contemporary college life*. New York, Wiley.
- Crano, W. D., & Brewer, M. B. (1973). *Principles of research in social psychology*. New York: McGraw-Hill.
- Crano, W. D., & Messé, L. A. (1982). *Social psychology: Themes and principles of interpersonal behavior*. Homewood, IL: Dorsey Press.
- Crano, W. D., & Brewer, M. B. (1986). *Principles and methods of social research*. Boston: Allyn & Bacon.
- Selnow, G. F., & Crano, W. D. (1987). *Planning, implementing, and evaluating targeted communication programs: A manual for business communicators*. New York: Quorum Books.
- Pereira, O. G., Jesuino, J. C., Torregrosa, J. R., Burillo, F. J., & Crano, W. D. (Eds.) (1992). *Psicologia Social em Portugal e Espanha nos anos 80 [Social psychology in Portugal and Spain in the 80s]*. Tomar, Portugal: Eschola Superior de Tecnologia de Tomar.
- Brewer, M. B., & Crano, W. D. (1994). *Social psychology*. Minneapolis/St. Paul, MN: West Publishers.
- Crano, W. D., & Brewer, M. B. (2002). *Principles and methods of social research* (2nd Ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Crano, W. D., & Burgoon, M. (2002). *Mass media and drug prevention: Classic and contemporary theories and research*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Crano, W. D. & Prislin, R. (Eds.) (2008). *Attitudes and attitude change*. New York: Psychology Press.
- Forgas, J.P., Cooper, J., & Crano, W.D. (Eds.). (2010). *The psychology of attitude and attitude change*. New York: Psychology Press.
- Crano, W.D. (2012). *The rules of influence: Winning when you're in the minority*. New York: St. Martin's Press.
Published in the English-speaking world outside North America as: Crano, W.D. (2012). *Surrounded and outnumbered. Winning when you're in the minority*.
- Crano, W.D., Brewer, M.B., & Lac, A. (2015). *Principles and methods of social research* (3rd Ed.). New York: NY: Routledge.
- Hanne, M., Crano, W.D., & Mio, J. (2015). *Warring with words: Narrative and metaphor in international and domestic politics*. New York, NY: Psychology Press.
- Forgas, J.P., Crano, W.D., & Fiedler, K. (Eds.) (2015). *Social psychology and politics*. New York, NY: Psychology Press.

Forgas, J. P., Crano, W.D., & Fiedler, K. (Eds.) (2020). *Applications of social psychology: How social psychology can contribute to the solution of real-world problems*. New York, NY: Psychology Press. <https://doi.org/10.4324/9780367816407>

Greek Translation of Forgas, Crano, & Fiedler (Eds.) (in press). Published by Pedio Publishing, Athens, Greece.

Forgas, J. P., Crano, W. D., & Fiedler, K. (Eds.) (2021). *The psychology of populism: The tribal challenge to liberal democracy*. New York, NY: Routledge. <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=psyh&AN=2021-22020-000&site=ehost-live&scope=site&custid=s8438901>

Forgas, J. P., Crano, W. D., & Fiedler, K. (Eds.) (2022). *The psychology of insecurity: Seeking security where none can be had*. Routledge.

Translations:

Crano, W. D., & Brewer, M. B. (1975). *Einführung in die sozialpsychologische Forschung: Methoden und Prinzipien* (tran. K. R. Scherer). Cologne, Germany: Kiepenheuer & Witsch.

Crano, W. D., & Brewer, M. B. (1977). *Fundamentos de la investigacion en psicologia social* (tran. M. S. Sanchez). Sonora, Mexico: El Manuel Moderno Press.

Crano, W. D. (1978). *Conformidade de comportamento: uma analise psicosocial* (tran. R. dos Santos). Sao Paulo, Brazil: Ed. Brasiliense.

Biaggio, A. M. B., Crano, W. D., & Crano, S. L. (1985). Relacoes entre auto-conceito e ansiedade traco-estado em funcao de comparacoes sociais. In A. M. B. Biaggio (Ed.), *Psicologia do desenvolvimento e da personalidade: Pesquisas*. Porto Alegre, Brazil: Editora da Universidade Federal do Rio Grande do Sul.

Monographs:

Crano, W. D. (1974). Causal analyses of the effects of socioeconomic status and initial intellectual endowment on patterns of cognitive development and academic achievement. In H. R. Green (Ed.), *The aptitude-achievement distinction*. New York: McGraw-Hill.

Crano, W. D. (1975). Conformity behavior: A social psychological analysis. Homewood, IL: Irwin. Also included as Chapter 17 in C. N. Cofer & H. E. Fitzgerald (Eds.), *Psychology: A programmed modular approach*. Homewood, IL: Irwin.

Crano, W. D. (1981). Triangulation in social science: A cross-cultural example. In M. B. Brewer & B. E. Collins (Eds.), *Scientific inquiry and the social sciences: A volume in honor of Donald T. Campbell* (pp. 317-344). San Francisco: Jossey-Bass.

Crano, W. D. (1981). Variables affecting treatment perception in an electric time-of-use rate demonstration: Analytic and interpretive implications. In S. Mintz (Ed.), *Innovations in electric rate structures: Papers and proceedings*. Washington, D.C.: U.S. Dept. of Energy.

Crano, W. D. (1983). Cognitive factors that influence consumers' responses to innovative rate structures. In S. Berg (Ed.), *Innovative electric rates: Issues in cost/benefit analysis*. Lexington, MA: Lexington Books.

Crano, W. D., & Crano, S. L. (1984). Interaction of self-concept and anxiety as a function of social comparison pressure. In R. Schwarzer (Ed.), *The self in anxiety, stress, and depression* (pp 159-169). Amsterdam: North Holland (Elsevier).

Biaggio, A. M., Crano, S. L., & Crano, W. D. (1986). Relations between self-concept and state/trait anxiety under different conditions of social comparison. In C. D. Spielberger & R. Dias-Guerrero (Eds.), *Cross cultural anxiety*, Vol. 3. New York: Hemisphere.

Crano, W. D. (1986). Research methodology: The Interdependence of substance with investigative form. In V. P. Makosky (Ed.), *The G. Stanley Hall Lecture Series* Vol. 6. Washington, D.C.: American Psychological Association, pp. 5-38.

Crano, W. D. (1993). Context, categorization, and change: Consequences of cultural contrasts on compliance and conversion. In M-F. Pichevin, M-C. Hurtig, & M. Piolat (Eds.), *Studies on the self and social cognition* (pp. 248-257). Singapore: World Scientific.

Crano, W. D. (1994). Context, comparison, and change: Methodological and theoretical contributions to a theory of minority (and majority) influence (Chapter 2, pp. 17-46). In S. Moscovici, A. Mucchi-Faina, & A. Maass (Eds.), *Minority influence*. Chicago: Nelson-Hall.

Crano, W. D. (1995). Attribution et influence sociale [Attribution and social influence]. In G. Mugny (Ed.), *Traite de Psychologie Sociale [Handbook of social psychology]*. Crano, W. D. (1995). Attitude strength and vested interest. In R. E. Petty & J. A. Krosnick (Eds.), *Attitude strength: Antecedents and consequences. The Ohio State University series in attitudes and persuasion* (Vol. 4, pp. 131-157). Hillsdale, NJ: Erlbaum.

- Crano, W. D. (1995). Experimentation. In A.S.R. Manstead & M. Hewstone (Eds). *The Blackwell encyclopedia of social psychology* (pp. 225-230). Oxford, England: Basil Blackwell.
- Crano, W. D. (1995). Quasi-experimental designs. In A.S.R. Manstead & M. Hewstone (Eds). *The Blackwell encyclopedia of social psychology* (p. 464). Oxford, England: Basil Blackwell.
- Crano, W. D. (1995). Experimental demand. In A.S.R. Manstead & M. Hewstone (Eds). *The Blackwell encyclopedia of social psychology* (p. 221). Oxford, England: Basil Blackwell.
- Crano, W. D., & Alvaro, E. M. (1998). The context/comparison model of social influence: Mechanisms, structure, and linkages that underlie indirect attitude change (Chapter 6, pp. 175-202). In W. Stroebe & M. Hewstone (Eds.), *European review of social psychology* (Vol. 8), Chichester: Wiley.
- Crano, W. D. (2000). The multitrait-multimethod matrix as synopsis and recapitulation of Campbell's views on the proper conduct of social inquiry. In L. Bickman (ed.), *Research design: Donald Campbell's legacy* (Chapter 3, pp. 37-61). Thousand Oaks, CA: Sage.
- Crano, W. D. (2001). Directed social influence. In J. P. Forgas, K. D. Williams, & L. Wheeler (Eds.), *The social mind: Cognitive and motivational perspectives on social behaviour* (pp. 389-405). New York: Cambridge.
- Crano, W. D. (2001). Social influence, social identity, and ingroup leniency. In C. K. W. De Dreu and N. K. De Vries (Eds.), *Group consensus and minority influence: Implications for innovation* (pp. 122-143). Oxford, UK: Blackwell.
- Crano, W. D., & Burgoon, M. (2001). Vested interest theory and AIDS: Self-interest, social influence, and disease prevention. In F. Butera & G. Mugny (Eds.), *Social Influence in social reality: Promoting individual and social change* (pp. 277-289). Seattle, WA: Hogrefe & Huber.
- Crano, W. D. (2002). Introduction. In W. D. Crano & M. Burgoon (Eds.), *Mass media and drug prevention: Classic and contemporary theories and research* (pp. 3-17). Mahwah, NJ: Erlbaum.
- Dawson, E. J., Burgoon, M., & Crano, W. D. (2003). Parents' and their children's beliefs and knowledge of HIV/AIDS in a multicultural Hispanic/Anglo population (pp. 175-202). In L. K. Fuller (Ed.), *Media-mediated AIDS*. Cresskill, NJ: Hampton Press.
- Crano, W. D. (2003). Theory driven evaluation and construct validity. In S. Donaldson & M. Scriven (Eds.), *Evaluating social programs and problems: Visions for the new millennium* (pp. 145-157). Mahwah, NJ: Lawrence Erlbaum Associates.
- Crano, W. D. (2003). Conformity. In K. Christensen & D. Levinson (Eds.), *Encyclopedia of community: From the village to the virtual world* (Vol. 1, pp. 327-329). Thousand Oaks, CA: Sage.
- Crano, W. D. (2003). Laboratory experiment; Cover story; Independent variable; Dependent variable; Demand characteristics. Short articles in M. Lewis-Beck, A. Bryman, & T. F. Liao (Eds.), *The Sage encyclopedia of social science research methods*. Newbury Park, CA: Sage Publications.
- Crano, W. D. (2004). Conformity. In G. R. Goethals, G. J. Sorenson, & J. M. Burns (Eds). *Encyclopedia of leadership* (Vol. 1, pp. 247-251). Thousand Oaks, CA: Sage.
- Crano, W. D. (2006). Social psychology: Applications and careers. In S. I. Donaldson, D. E. Berger, & K. Pedzek (Eds.). *Applied psychology: New frontiers and rewarding careers*. (pp. 261-275). Mahwah, NJ: Lawrence Erlbaum Associates.

- Crano, W. D., Ting, S. A., & Hemovich, V. (2009). Inhalants. In L. Cohen, F.L.Collins, A. M.Young, D. E.McChargue & T. Leffingwell (Eds.). *Pharmacology and treatment of substance abuse: Evidence and outcome-based perspectives* (pp. 275-292). New York: Taylor & Francis.
- Crano, W. D. (2010). Majority and minority influence in attitude formation and change: Context/categorization – leniency contract theory. In R. Martin & M. Hewstone (Eds.), *Minority influence and innovation: Antecedents, processes, and consequences* (pp. 53-77). New York: Psychology Press.
- Crano, W. D. (2010). Minority influence. In J.M. Levine & Michael Hogg (Eds.), *Encyclopedia of group processes and intergroup relations* (pp. 566-570). Thousand Oaks, CA: Sage.
- Crano, W. D. (2010). Leniency contract. In J.M. Levine & Michael Hogg (Eds.), *Encyclopedia of group processes and intergroup relations* (pp. 527-530). Thousand Oaks, CA: Sage.
- Crano, W. D. (2010). Applying established theories of persuasion to problems that matter: On becoming susceptible to our own knowledge. In J.P. Forgas, J. Cooper, and W.D. Crano (Eds.). *The psychology of attitudes and attitude change*. New York: Psychology Press.
- Crano, W. D. (2010). Experiments as reforms: Persuasion in the nation's service. In J.P. Forgas, J. Cooper, and W.D. Crano (Eds.). *The psychology of attitudes and attitude change* (pp. 231-248). New York: Psychology Press.
- Crano, W.D. (2010). There's nothing so practical...Theoretical translations and organ donation. In J.T. Siegel & E.M. Alvaro (Eds.), *Understanding organ donation: Applied behavioral science perspectives* (pp. 331-343). New York: Wiley-Blackwell.
- Lac, A., & Crano, W.D. (2010). Marijuana use. In R.J.R. Levesque (Ed.), *Encyclopedia of adolescence*. New York: Springer Science+Business Media.
- Crano, W.D., & Hemovich, V. (2011). Intergroup relations and majority or minority group influence. In R.M. Kramer, E. Castano, & G. Leonardelli (Eds.), *Social cognition, social identity, and intergroup relations: A festschrift in honor of Marilyn Brewer* (pp. 221-246). New York: Psychology Press
- Crano, W.D., & Lac, A. (2012). The evolution of research methodologies in (social) psychology. In A. Kruglanski & W. Stroebe (Eds.), *Handbook of the history of social psychology* (pp. 159-174). New York: Psychology Press.
- Donaldson, S. I., & Crano, W.D. (2012). Theory-driven evaluation science and applied social psychology: Exploring the intersection. In M. M. Mark, S. I. Donaldson, S. I., & B. Campbell (Eds.), *Social psychology and evaluation* (pp 141-161). New York, NY: Guilford.
- Prislin, R., & Crano, W.D. (2012). History of social influence research. In A. Kruglanski & W. Stroebe (Eds.), *Handbook of the history of social psychology* (pp.321-339). New York: Psychology Press.
- Crano, W.D., Siegel, J.T., & Alvaro, E.M. (2013). The Siren's call: Mass media and drug prevention. In J.P. Dillard & L. Shen (Eds.), *The Sage handbook of persuasion: Developments in theory and practice* (2nd ed., pp. 296-313). Los Angeles, CA: Sage.
- Siegel, J.T., Crano, W.D., Alvaro, E.M., Rast, D., & Kettering, V. (2012). Dying to be popular: A purposive explanation of adolescent willingness to endure harm. In M. Hogg & D. Blaylock (Eds.), *Extremism and the psychology of uncertainty* (pp. 115-130). New York: Wiley-Blackwell.
- Crano, W.D., & Alvaro, E.M. (2014). Social factors that affect the processing of minority-sourced persuasive communications. In J.P. Forgas, Vincze, O., & Laszlo, J. (Eds.), *Social cognition and communication* (pp. 297-312). New York: Psychology Press.

- Brewer, M.B., & Crano, W.D. (2014). Research design and issues of validity. In H.T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (2nd Ed., pp. 11-26). New York, NY: Cambridge University Press.
- Crano, W.D., Alvaro, E.M., & Siegel, J.T. (2015). The media campaign as a focal prevention strategy: A guide to design, implementation, and evaluation. In L.M. Scheier (Ed.), *Handbook of drug prevention* (pp. 397-414). Washington, D.C. US: American Psychological Association.
- Crano, W.D., & Gardikiotis, A. (2015). Attitudes and attitude change. In J.D. Wright (Ed.). *International encyclopedia of the social and behavioral sciences* (pp. 169-174, 2nd Ed., Vol. 2). Oxford, GB: Elsevier. ISBN 9780080970868
- Gardikiotis, A., & Crano, W.D. (in 2015). Theories of attitude change. In J.D. Wright (Ed.). *International encyclopedia of the social and behavioral sciences*. (pp. New York, NY US: Elsevier.
- Forgas, J.P., Fiedler, K., & Crano, W.D. (2015). The social psychology of politics: *Homo Politicus revisited*. In J.P. Forgas, K. Fiedler, & W.D. Crano (Eds.), *Social psychology and politics* (pp. 1-17). New York, NY US: Psychology Press.
- Crano, W.D., & Lyrantzis, E. (2015). Structure and change of complex political attitudes. In J.P. Forgas, K. Fiedler, & W.D. Crano (Eds.), *Social psychology and politics* (pp. 21-39). New York, NY US: Psychology Press.
- Lac, A., & Crano, W.D. (2016). Marijuana use. In R.J.R. Levesque (Ed.), *Encyclopedia of adolescence* (2nd ed., pp. 1-8). Basel, Switzerland: Springer International.
- Crano, W. D. (2017). The context/comparison model of minority influence: Different processes, different outcomes. In S. Papastamou, A. Gardikiotis, & G. Prodromitis (Eds.). *Majority and minority influence: Societal meaning and cognitive elaboration* (pp. 47-71). New York, NY: Routledge.
- Miller, S. M., Siegel, J. T., & Crano, W. D. (2017). Parent's influence on their children's cannabis use. In V.R. Preedy (Ed.), *The Handbook of Cannabis and Related Pathologies: Biology, Diagnosis, Treatment and Pharmacology* (pp. 215-222). San Diego, CA: Academic Press.
- Crano, W.D., & Siegel, J.T. (2017). Social signals and persuasion. In J. Burgoon, N. Magnenat-Thalmann, M. Pantic, & A. Vinciarelli (Eds.), *Social signal processing* (pp. 97-109). Cambridge: Cambridge University Press. doi: 10.1017/9781316676202.009
- Crano, W.D., Donaldson, C. D. (2018). Positive Parenting, Adolescent Substance Use Prevention, and the Good Life (pp. 277-297). In J.P. Forgas & R. Baumeister (Eds.), *Social Psychology of Living Well*, New York, NY: Routledge.
- Crano, W.D., Alvaro, A.M., & Siegel, J.T. (2019). Creating Persuasive Substance Use Prevention Communications: The EQUIP Model (pp. 303-318). In Z. Sloboda, H. Petras, R.W. Hingson, & E.B. Robertson (Eds.), *Prevention of Substance Use*. New York: Springer.
- Forgas, J. P., Fiedler, K., & Crano, W. D. (2020). Applications of social psychology: History, issues and prospects. In J. P. Forgas, W. D. Crano, & K. Fiedler (Eds.), *Applications of social psychology: How social psychology can contribute to the solution of real-world problems*. (pp. 1-19). Routledge/Taylor & Francis Group. <https://doi.org/10.4324/9780367816407-1>
- Crano, W.D., & Ruybal, A. (2020). Social psychological contributions to the mitigation of adolescent depression (pp. 207-230). In J.P. Forgas, W. D., Crano, and K. Fiedler, Eds., *Applications of social psychology*. New York, NY: Psychology Press.

Crano, W. D. (2021). A suggested revision and extension of Moscovici's theory of minority influence (pp. 49-61). In Papastamou, S., & Moliner, P., *Serge Moscovici's work: Legacy and perspective*. Editions des archives contemporaines.

Crano, W.D., & Hohman, Z. (in press). Persuasion as a sop to insecurity. In Forgas, J. P., Crano, W. D., & Fiedler, K. (Eds.) (2022). Forgas, J. P., Crano, W. D., & Fiedler, K. (Eds.) (2022). *The psychology of insecurity: Seeking security where none can be had*. Routledge.

Selected Technical Monographs:

Crano, W. D., Ludwig, S., & Selnow, G. W. (1981). Annotated archive of diffusion references: Empirical and theoretical works. U. S. Department of Energy, 433 pp. + xv.

Crano, W. D., Ludwig, S., & Selnow, G. W. (1981). Annotated archive of communication references: Empirical and theoretical works. U. S. Department of Energy, 275 pp. + xvi.

Crano, W. D., Ludwig, S., Messé, L. A., & Selnow, G. W. (1981). A technical manual on the planning, implementation, and evaluation of utility communication programs. U. S. Department of Energy, 151 pp.

Scheiner, E., Ludwig, S., Crano, W. D., & Selnow, G. W. (1981). A nontechnical introduction to the planning, implementation, and evaluation of utility communication programs. U. S. Department of Energy, 60 pp.

Selnow, G. W., Crano, W. D., & Ludwig S. (Eds.). (1981). *Energy essays: A focus on utility communications*. U. S. Department of Energy, 127 pp.

Articles:

Crano, W. D., & Schroder, H. M. (1967). Complexity of attitude structure and processes of conflict reduction. *Journal of Personality and Social Psychology*, 5, 110-114.

Brewer, M. B., & Crano, W. D. (1968). Attitude change as a function of discrepancy and source of influence. *Journal of Social Psychology*, 76, 13-18.

Crano, W. D. (1968). An extension of Naroll's linked pair solution to Galton's problem. *American Anthropologist*, 70, 336-337.

Crano, W. D., & Sigal, J. A. (1968). The effect of dogmatism upon patterns of response to attitudinally discrepant information. *Journal of Social Psychology*, 75, 241-247.

Koeske, G., & Crano, W. D. (1968). The effect of congruous and incongruous source-statement combinations on the judged credibility of a communication. *Journal of Experimental Social Psychology*, 4, 384-399.

Crano, W. D. (1969). Estimating equilibrium differences between groups: An alternative approach to the study of balance. *Proceedings of the American Psychological Association*, 4, 429-430.

Crano, W. D. (1969). Review of Glaser and Strauss's "The discovery of grounded theory: Strategies for qualitative research." *Psychometrika*, 34, 396-398.

Brewer, M. B., Campbell, D. T., & Crano, W. D. (1970). Testing a single factor model as an alternative to the misuse of partial correlations in hypothesis testing research. *Sociometry*, 8, 1-11.

- Crano, W. D. (1970). Effects of sex, response order, and expertise in conformity: A dispositional approach. *Sociometry*, 33, 239-252.
- Crano, W. D., & Bettinghaus, C. O. (1970). Generality of evaluative differentiation across diverse attitude domains. *Proceedings of the American Psychological Association*, 5, 371-372.
- Crano, W. D., & Cooper, R. E. (1970). PROCOMP: A FORTRAN IV program for the scaling of comparative judgments. *Behavioral Science*, 15, 464-465.
- Crano, W. D., & Messé, L. A. (1970). When does dissonance fail? The time dimension in attitude measurement. *Journal of Personality*, 38, 493-508.
- Cooper, R. E., & Crano, W. D. (1971). Pretest validity and the prediction of attitude: A further comparison of congruity and summation theories. *Proceedings of the American Psychological Association*, 6, 393-394.
- Smith, F. J., & Crano, W. D. (1971). Concerning the possibility of cross-cultural research: A re-examination of Galton's problem. *Proceedings of the American Psychological Association*, 6, 217-218.
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- Siegel, J.T., Tan, C. A., Navarro, M. N., Alvaro E. A., Crano, W. D. (2015). The power of the proposition: Frequency of marijuana offers, parental monitoring, and adolescent marijuana use. *Drug Use and Dependence*, 148, 34-39.
- Donaldson, C., Siegel, J.T., & Crano, W.D. (2016). Nonmedical use of prescription stimulants in college students: Attitudes, intentions, and vested interest. *Addictive Behaviors*, 53, 101-107.
- Hohman, Z P., Crano, W.D., & Niedbala, E.M. (2016). Attitude ambivalence, social norms, and behavioral intentions: Developing effective anti-tobacco persuasive communications. *Psychology of Addictive Behaviors*, 30, 209-219. Doi: 10.1037/adb0000126
- Donaldson, C.D., Handren, L.M., Crano, W.D. (2016). The enduring impact of parents' monitoring, warmth, expectancies, and alcohol use on their children's future binge drinking and arrests: A longitudinal analysis. *Prevention Science*, 17, 606-614. Doi: 10.1007/s11121-016-0656-1
- Lac, A., Handren, L, & Crano W. D. (2016). Conceptualizing and measuring weekend versus weekday alcohol use: Item response theory and confirmatory factor analysis. *Prevention Science*, 17, 872-881. DOI: 10.1007/s11121-016-0695-7
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- Crano, W. D., Alvaro, E. M., Tan, C. N., & Siegel, J. T. (2017). Social mediation of persuasive media in adolescent substance prevention. *Psychology of Addictive Behaviors*, 31, 479-487.
- Crano, W. D. (2017). There's a new kid on the block. *PsycCRITIQUES*, 62(29). doi:10.1037/a0040952
- Wigfall, C., Ganbat, M., Badarch, J., Warburton, D., & Crano, W.D. (2017). Implementing attitudes measurement to influence winter air pollution mask wearing by pregnant women in Ulaanbaatar: A pilot study. *Central Asian Journal of Medical Sciences*, 3, 269-281.
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- Mastandrea, S. & Crano, W. D. (2019). Peripheral Factors Affecting the Evaluation of Artworks. *Empirical Studies of the Arts*, 37, 82-91.
- Siegel, J. T., Donaldson, C. D., & Crano, W. D. (2019). Application of vested interest theory to prevention of non-medical prescription stimulant and marijuana use: Unforeseen benefits of attitude-behavior inconsistency. *Drug and Alcohol Dependence*, 194, 210-215.
- Crano, W. D., Donaldson, C. D., Siegel, J. T., Alvaro, E. M., & O'Brien, E. (2019). Selective Invalidation of Ambivalent Pro-marijuana Attitude Components. *Addictive Behaviors* 97, 77-83.
- Crano, W. D. (2019). Reflections on a proposal designed to enhance the internal and internal validity of research in psychology. *Psychological Inquiry*, 30(4), 211-215.
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- Siegel, J.T., Blazek, McManus, M.D., Alvaro, E. M., & Crano, W. D. (in press). It's all relative: Increasing organ donor registration intentions by maximizing family-relevant vested interest. *Journal of Health Psychology*. doi:10.1177/1359105319845130
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- Jung, J., Bramson, A., Crano, W. D., Page, S. E., & Miller, J. H. (2021). Cultural drift, indirect minority influence, network structure, and their impacts on cultural change and diversity. *American Psychologist*, *76*(6), 1039-1053. <https://doi.org/10.1037/amp0000844>
- De Dominicis, S., Ganucci Cancellieri, U., Crano, W. D., Stancu, A., Bonaiuto M. (2021). Experiencing, Caring, Coping: Vested Interest mediates the effect of Past Experience on Coping Behaviors in Environmental Risk Contexts. *Journal of Applied Social Psychology*, *51*, 286-304. [Doi.org/https://doi.org/10.1111/jasp.12735](https://doi.org/10.1111/jasp.12735)
- Siegel, J. T., Blazek, D. R., McManus, M. D., Alvaro, E. M., Crano, W. D., & Sanders, M. (2021). Organ donation and departments of motor vehicles: Multiple messages, implementations, and replications. *Health Psychology*, *40*(6), 368-379. <https://doi.org/10.1037/hea0001087> 10.1037/hea0001087.supp (Supplemental)
- Wyman, P. A., Rulison, K., Pisani, A. R., Alvaro, E. M., Crano, W. D., Schmeelk-Cone, K., Keller Elliot, C., Wortzel, J., Pickering, T. A., & Espelage, D. L. (2021). Above the influence of vaping: Peer leader influence and diffusion of a network-informed preventive intervention. *Addictive Behaviors*, *113*. <https://doi.org/10.1016/j.addbeh.2020.106693>
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Reports Presented in European Science Notes and European Science Notes and Information Bulletin prepared during my tenure as Liaison Scientist for Office of Naval Research, June 1986 - August 1988.

- Conference of the International Society of Political Psychology. European Science Notes, 1986, 11/12, 399ff.
- Research on personality at the Rijksuniversiteit Groningen. European Science Notes, 1987, 41, 115-118.
- Research at Trondheim University relates dyslexia and hormone deficiency. European Science Notes, 1987, 41, 118ff.
- Psychological and behavioral reactions to catastrophes. European Science Notes, 1987, 41, 175-178.
- Capabilities of the young. European Science Notes, 1987, 41, 178ff. Norway's Center for Disaster Psychiatry: A unique institution for the study and treatment of victims of catastrophe. European Science Notes, 1987, 41, 227ff.
- European perspectives on the psychology of work and unemployment: I. The Italian reality -- Methodological and substantive contributions. European Science Notes, 1987, 41, 287ff.
- European perspectives on the psychology of work and unemployment: II. The Belgian problem. European Science Notes, 1987, 41, 291ff.

Basic research and applied psychology in eastern Switzerland. European Science Notes, 1987, 41, 352ff.

Aggression the focus of a recent conference in Spain. European Science Notes, 1987, 41, 467ff.

Report on the NSIA international conference on military personnel and training, with special emphasis on computer adaptive testing and training. European Science Notes, 1987, 41, 539ff.

Research on social comparison, range seeking, and their relationship. European Science Notes Information Bulletin, 1987, 1, 1ff.

Research on internal and external memory systems conducted at the Free University of Berlin, European Science Notes Information Bulletin, 1987, 2, 1ff.

The 23rd International Applied Military Psychology Symposium, European Science Notes Information Bulletin, 1988, 1, 1-6.

The 7th general meeting of the European Association of Experimental Social Psychology, European Science Notes Information Bulletin, 1988, 1, 6-13.

Factors associated with the decision to emigrate: Research from the University of Oporto, European Science Notes Information Bulletin, 1988, 2, 1-5.

Self concept and adjustment -- Research by Portugal's Adriano Vaz-Serra, European Science Notes Information Bulletin, 1988, 3, 5-12.

France's Center for Research in Cognitive Psychology, European Science Notes Information Bulletin, 1988, 4, 1-6.

The first joint meeting of Portuguese and Spanish social psychology. European Science Notes Information Bulletin, 1988, 5, 10-15.

Management of combat stress: Recent developments in Israel and England. European Science Notes Information Bulletin, 1988, 5, 17-20.

Austrian research on the cognitive and psychophysiological consequences of errors. European Science Notes Information Bulletin, 1988, 6, 3-6.

German research on the cognitive consequences of predecision and postdecision motivational states. European Science Notes Information Bulletin, 1988, 7, 5-10.

Neapolitan research on psychological adaptation to pacemaker implantation. European Science Notes Information Bulletin, 1988, 8, 13-15.

Asking questions: West German research on the social survey. European Science Notes Information Bulletin, 1988, 9, 4-8.

German research on the cognitive consequences of predecision and postdecision motivational states. European Science Notes Information Bulletin, 1988, 10, 5-10.

Office of Naval Research-London (ONRL) Reports

European perspectives on developmental psychology. ONRL Report, 1987, 7-006-C.

A free response method of computer personality assessment: Research update. ONRL Report, 1987, 7-016-R.

An assessment of the NATO advanced research workshop on environmental and social psychology. ONRL Report, 1987, 7-018-C

Proceedings of the 23rd International Applied Military Psychology Symposium. ONRL Report, 1987, 7-033-C

Proceedings of the 24th International Applied Military Psychology Symposium, ONRL Report, 1988, 8-010-C.

Final Report: Reflections on the state of the art of psychology in Europe. ONRL Report, 1988.

Selected Paper Presentations:

Crano, W. D., & Cooper, R. E. A preliminary investigation of a hyperbolic model of attitude change. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1973.

Quick, A. D., & Crano, W. D. Effects of sex and conversation in the invasion of personal space. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1973.

Quick, A. D., & Crano, W. D. Sex and distance in spatial invasion: An unexpected result. Michigan Academy of Science, Kalamazoo, MI, 1973.

Crano, W. D. Order effects in recall of counterattitudinal information. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1973.

Hendricks, M., Cook, T. D., & Crano, W. D. Sex differences and prior favors as moderators of helping behavior. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1973.

Crano, W. D. Attention decrement and the primacy-recency effect. Paper presented at the annual convention of the American Psychological Association, Montreal, Quebec, Canada, 1973.

Wegner, D. M., & Crano, W. D. Effects of race and sex in helping situations. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1974.

Crano, W. D. & Smith, F. J. Patterns of cultural diffusion: Analyses of trait associations across societies by content and geographical proximity. Society for Cross-cultural Research, New York, 1976.

Crano, W. D., & Johnson, C. D. Facilitative effects of map interpretation on reading skills. Paper presented at the annual convention of the American Psychological Association, Washington, D. C., 1976.

Sivacek, J., & Crano, W. D. Attributional reanalysis of the dissonance/self-perception controversy. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1977.

Johnson, C. D., & Crano, W. D. More evidence for a spatial skills-reading comprehension link. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1976.

Crano, W. D. Applying cognitive principles in remedial education. NATO International Conference on Cognitive Psychology and Instruction. Free University, Amsterdam, 1977.

Johnson, C. D., & Crano, W. D. Influence of spatial skills on reading comprehension. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1977.

Crano, W. D. Role allocation and societal complexity. Paper presented at the annual convention of the American Psychological Association, San Francisco, 1977.

Johnson, C. D., & Crano, W. D. Map interpretation, spatial reasoning, and reading comprehension. Paper presented at the annual convention of the American Psychological Association, San Francisco, 1977.

Crano, W. D., & Sivacek, J. The foot-in-the-door phenomenon: Self-attribution or social reinforcement? Paper presented at the annual convention of the American Psychological Association, New York, 1979.

Sivacek, J., & Crano, W. D. Effects of vested interest on attitude-behavior consistency. Paper presented at the annual convention of the American Psychological Association, New York, 1979.

Given, C. W., Given, B. A., Buldain, R., & Crano, W. D. Development and validation of scales for measuring patients' knowledge and beliefs regarding participation in management of hypertension. Paper presented at the National Conference of High Blood Pressure Control, Houston, TX, 1980, and the Fourth Midwest Nursing Research Conference, Kansas City, Kansas, 1980.

Miller, S. K., & Crano, W. D. Raising low-income/minority achievement by reducing student sense of academic futility: Theoretical commonalities of suggested strategies. Paper presented to the American Educational Research Association, Boston, MA, 1980.

Given, C. W., Given, B. A., Buldain, R. W., & Crano, W. D. Development and validation of scales for measuring diabetic patient contributions to their care. Paper presented at the annual convention of the American Diabetes Association, Washington, D. C., 1980.

Sivacek, J., & Crano, W. D. When do inducements of attitude-consistent behavior undermine one's beliefs? Paper presented at the annual convention of the American Psychological Association, Montreal, Canada, 1980.

Crano, W. D. Determining the true effects of apparently unsuccessful social interventions. Paper presented at the annual convention of the American Psychological Association, Washington, D. C., 1982.

Sivacek, J., & Crano, W. D. Hedonic motivation as a determinant of attitude-behavior consistency. Paper presented at the annual convention of the American Psychological Association, Washington, D. C., 1982.

Crano, S. L., Crano, W. D., & Biaggio, A. Social comparison, state/trait anxiety, and self-concept. Paper presented at the annual convention of the American Psychological Association, Anaheim, CA, 1983.

Crano, W. D., Messé, L. A., & Johnson, C. D. Predicting job performance of low income workers. Paper presented at the annual meeting of the Evaluation Research Society, Chicago, 1983.

Hymes, R., & Crano, W. D. Vested interest as a moderator of assumed consensus. Paper presented at the annual convention of the American Psychological Association, Toronto, Canada, 1984.

Crano, S. L., & Crano, W. D. Interaction of self-concept, adjustment, and school achievement in international exchange students. Paper presented at the annual meeting of the National Association of School Psychologists, Las Vegas, NV, 1985.

Gorenflo, D. W., & Crano, W. D. Task characteristics and target choice in social comparison. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1985.

Crano, W. D. Contextual factors in majority and minority influence. Paper presented at the annual convention of the American Psychological Association, San Francisco, CA, 1991.

Crano, W. D. Social influence in norm formation. Paper presented at the annual Social Psychology Winter Conference, Park City, Utah, January, 1992.

Crano, W. D. Context/Categorization Model of Minority Influence. Paper presented at the Joint Meeting of the European Association of Experimental Social Psychology and the Society for Experimental Social Psychology, Leuven, Belgium, July 1992

Crano, W. D. Attitude strength and vested interest. Paper presented at the annual convention of the American Psychological Association, Washington, D.C., August, 1992.

Crano, W. D. Vested interest: Alternate formulations. Paper presented at the annual convention of the Society for Experimental Social Psychology, San Antonio, TX, October, 1992.

Crano, W. D. Self-interest and Voting Behavior. Paper presented at the annual Social Psychology Winter Conference, Park City, Utah, January, 1993.

Crano, W. D. Context/Categorization Model of Social Influence: Minority and Majority Influence in the Formation of a Novel Response Norm. Paper presented at the annual conference of the International Communication Association, Washington, D.C., May, 1993. Paper received a "TOP THREE" paper award.

Crano, W. D. Character of Judgments and Ingroup/Outgroup Influence. Paper presented at the annual convention of the American Psychological Society, Chicago, IL, July, 1993.

Crano, W. D. Self-interest and attitude-behavior consistency. Paper presented at the general meeting of the European Association for Experimental Social Psychology, Lisbon, Portugal, Sept., 1993.

Crano, W. D., Burgoon, M., Dawson, E. J. HIV/AIDS prevention and health promotion in a multi-cultural sample. Paper presented at Prevention '94, Atlanta, GA, April, 1994.

Dawson, E. J., Crano, W. D., & Burgoon, M. Acculturation and knowledge of AIDS transmission in a culturally diverse sample of parents and their children. Paper presented at the 44th Annual Convention of the International Communication Association, Sydney, Australia, July, 1994.

Crano, W. D., & Alvaro, E. M. Factors that affect indirect minority influence. Paper presented at the Fourth European Congress of Psychology, Athens, Greece, July, 1995.

Alvaro, E., & Crano, W. D. Indirect influence, attitude change, and cognition: Factors underlying minority influence. Paper presented at the annual convention of the American Psychological Association, August, 1995.

Crano, W. D., & Alvaro, E. Factors that affect indirect minority influence: The leniency contract. Paper presented at the annual convention of the Society of Experimental Social Psychology, Washington, D.C., September, 1995.

Crano, W. D. Threats to social identity and majority influence. Paper presented at the 10th Annual Social Psychology Winter Conference, Park City, UT, January, 1996.

Crano, W. D. Funding opportunities at the National Institute of Child Health and Human Development (NICHD). Paper presented at the 46th Annual Conference of the International Communication Association, Chicago, IL, May, 1996.

Koch, P. L. T., & Crano, W. D. Elaborating the ELM: Examining initial attitude and susceptibility to persuasion. Paper presented at the 46th Annual Conference of the International Communication Association, Chicago, IL, May, 1996.

Peters, M. S., & Crano, W. D. The differential effect of group homogeneity and perceived synchrony on group behavior: A minority's resistance to a majority-based influence attempt. Paper presented at the 46th Annual Conference of the International Communication Association, Chicago, IL, May, 1996.

Crano, W. D. The leniency model and social influence. Paper presented at the 10th Annual East-West Meeting of the European Association of Social Psychology, Gommern, Germany, April, 1998.

Lehman, B., Dobbs, M., & Crano, W. D. Critical knowledge: A preliminary study of an HIV life and death scale. Center for HIV Identification, Prevention, and Treatment Services, UCLA, May, 1999.

Differential Message Elaboration as a Key to Understanding Minority and Majority Influence. General Meeting, European Association for Social Psychology, Oxford, England, July, 1999.

With E. Meiners, Socializing the theory of reasoned action. 85th Annual Convention of the National Communication Association, Chicago, IL, November, 1999.

Crano, W. D. A theoretical model of minority influence. 1st Annual Convention of the Society for Personality and Social Psychology, Nashville, TN, February, 2000.

Quist, R. M., & Crano, W. D. The impact of mass media intervention programs on marginalized members of society. Annual convention of the Evaluation Association, Honolulu, HI, November, 2000.

Joseph, T., & Crano, W. D. Variation in the correspondence bias across cultures. WPA Annual Convention, Maui, HI, May 2001.

Ramirez, J., & Crano, W. D. Three strikes in California. WPA Annual Convention, Maui, HI, May 2001.

Crano, W. D., Burgoon, M., & Frank, C. HIV prevention in a multicultural children's sample: An interactive multimedia intervention. International Communication Association Annual Convention, Washington, D.C., June, 2001.

Ramirez, J. R., & Crano, W. D. Native American AIDS-related knowledge and potential mediators. American Psychological Society Annual Convention, Toronto, Canada, June, 2001.

Crano, W. D., & Lehman, B. J. Vested interest and public policy. American Psychological Society Annual Convention, Toronto, Canada, June, 2001.

Joseph, T.D., Patel, N., & Crano, W.D. In response to the terrorist act: Self-preservation and patriotism. Western Psychological Association, Irvine, CA, April, 2002.

Bono, G., & Crano, W. D. Cross-cultural perceptions of transgressors: How their reputation and remorse affect victims' forgiveness. Western Psychological Association, Irvine, CA, April, 2002.

Bono, G., & Crano, W. D. Forgiveness among and between groups and the apology strategies that work. Western Psychological Association, Irvine, CA, April, 2002.

Crano, W. D. The Leniency Contract and Mechanisms of Indirect Minority Influence. European Association of Experimental Social Psychology. San Sebastian, Spain, June, 2002.

Joseph, T.D., Patel, N., & Crano, W.D. A self-preservation perspective on Americans' attitudes to 911. American Psychological Society, New Orleans, LA, June, 2002.

Burgoon, M., Grandpre, J., Alvaro, E., Crano, W. D., & Siegel, J. T. Marijuana and inhalant use in a sample of Arizona adolescents: Grade, sex, and ethnicity. American Public Health Association, Philadelphia, November, 2002.

Burgoon, M., Alvaro, E., Grandpre, J., Crano, W. D., & Siegel, J. T. Adolescent responses to prevention messages: The effects of message type and source. American Public Health Association, Philadelphia, November, 2002.

Atuel, H., Seyranian, V., & Crano, W. D. Media representations of minority and majority groups. International Communication Association, Dresden, Germany, June, 2006

Crano, W. D. Interplay of Applied and Basic Social Psychology, Presented at the Annual Convention of the International Association of Applied Psychology, Athens, Greece, July, 2006

Crano, W. D. Atuel, H., Seyranian, V., & Crano, W. D. Media representations of minority and majority groups. International Association for Cross-Cultural Psychology, July, 2006.

Crano, W. D. Risk and Predictors of Risk for Marijuana Use in Adolescents: A Secondary Analysis of Select Data from the National Survey of Parents and Youth. Annual Meeting, Society for Prevention Research, Washington, DC, June, 2007

Crano, W. D. Factors that Anticipate (or Follow) the Transition from Marijuana Abstinence to Use in Adolescents. Annual Conference, National Survey of Parents and Youth, Washington, DC, June, 2007.

Crano, W. D. Giving Social Psychology Away in the Service of Drug Prevention. Annual Meeting, American Psychological Association, San Francisco, CA, August, 2007

Seyranian, V., Atuel, H., & Crano, W. D. Ethnic Majority and Minority Group Similarity, Prejudice, and Discrimination. Annual Meeting, American Psychological Association, San Francisco, CA, August, 2007.

Crano, W. D., Siegel, J.T., & Alvaro, E. M. (2009, Summer) Applying established social psychological theories of persuasion in drug prevention. Annual meeting of the Society for Prevention Research, June, Washington, DC.

Crano, W.D., Siegel, J.T., & Alvaro, E.M. (2009). Changes in adolescents' expectancies regarding marijuana outcomes and actual marijuana usage. European Health Psychology Society, Pisa, Italy, September, 2009.

Crano, W.D. Factors affecting responses to minority- and majority-sourced persuasive messages. Annual Meeting of the Society for Experimental Social Psychology, Portland, ME, November 2009.

Crano, W.D., Siegel, J.T., & Alvaro, E.M. Understanding Adolescents' Motivations for Inhalant Misuse. Global Conference for Qualitative Health Research, Seoul, Korea, June, 2011.

Crano, W.D. There's nothing new under the sun: A review of research methods in social psychology. European Association of Social Psychology, Stockholm, Sweden, July, 2011.

Marino Bonaiuto; William D. Crano; Stefano De Dominicis; Benedetta Mosco; Uberta Ganucci Cancellieri; Erica Pugliese; Giuseppe Carrus; Mirilia Bonnes. The role of vested interest theory in environmental risk: Improving flood communication. European Association of Social Psychology, Stockholm, Sweden, July, 2011.

Lisha, N.E., Crano, W. D., & Delucchi, K. L. (March, 2013). *The impact of team sports on alcohol and marijuana use trajectories in youth*. Poster presented at the 34th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Francisco, CA, March, 2012.

Alvaro, E.M., Crano, W.D., Siegel, J.T. (May, 2013). If they like 'em, they'll tell their kids: Parents' evaluations of anti-drug ads and subsequent drug discussions with their children. Paper presented at the annual meeting of the Society for Prevention Research, San Francisco, CA.

Lisha, N.E., Crano, W. D., & Delucchi, K. L. (June, 2013). *Participation in team sports as related to alcohol and marijuana use growth in youth*. Poster presented at the 75th Annual Meeting of the College of Problems on Drug Dependence, San Diego, CA, June, 2013.

Crano, W.D., Donaldson, C.D., Nakawaki, B. (October, 2014). Good parents, bad parents: Parental effects on their children's substance use. Palma de Mallorca, Spain.

Crano, W.D. (2014). The rules that govern minority influence: How the minority moves the majority to its position. Asian Conference on Psychology & the Behavioral Sciences, Osaka, Japan.

Crano, W.D., Donaldson, C., Siegel, J.T., & Alvaro, E.M. (October, 2015). Invalidating pro-substance beliefs in marijuana prevention: A proof of concept of the dual-communication model. European Society for Prevention Research, Ljubljana, Slovenia.

Crano, W.D. (October, 2015). Mediated Mass Media Effects in Cannabis Prevention. LisbonAddictions Conference, Lisbon, Portugal.

Gardikiotis, A., & Crano, W. D. (2015). Peer and friend influences in predicting adolescents' drug use. Sixth EUSPR Conference, Ljubljana, Slovenia.

Crano, W.D. (January, 2016). Likely outcomes of the legalization of marijuana, and what to do about them. Social Psychology Winter Conference, Utah, January, 2016.

Gaffney, A. M., Jung, J., Crano, W.D., & Hogg, M. (Nov., 2016). Contexts and conditions of out-group influence. EASP Small Group Meeting, Tribute to Serge Moscovici, Paris.

Crano, W.D. (January 2018). Adventures in Marijuanaland. . Social Psychology Winter Conference, Utah, January, 2018.

Ruybel, A., & Crano, W.D. (October 2018). Parental influences on adolescent major depressive symptoms and marijuana use. Annual Meeting, European Society of Prevention Research, Lisbon, Portugal.

It's all relative: Increasing organ donor registration intentions by maximizing family relevant vested interest. Annual meeting, WPA, Pasadena, April, 2019 (with Blazek, Siegel, McManus, & Alvaro).

Integrating Black Sheep with the leniency contract. European Assoc. of Social Psychology meeting on intergroup communication, Bologna, Italy, June 2019.

Selected Invited Addresses:

Optimizing the effects of SES, intelligence, and achievement in the construction of alternative teaching models. California Test Bureau Conference on Ability and Achievement, Monterey, CA, 1973.

A causal analysis of the effects of social class and initial intellectual endowment on patterns of academic achievement. Loyola University Department of Psychology Colloquium Series, Chicago, 1973.

Search for causal factors in the development of academic achievement in young children. Combined Seminar, Department of Mathematics and Department of Econometrics and Social Statistics, Southampton University, Southampton, England, 1975.

The implications of social research for public policy. Colloquium Series, Institute of Education, Southampton University, Southampton, England, 1975.

Utility of causal models in medicine and psychology. Colloquium address, Institute of Psychiatry, Department of Psychology, University of London, London, England, 1975.

Causal modeling in the behavioral sciences. Colloquium address, Faculty of Social Science, University of Essex, Colchester, England, 1975.

Alternative instructional models for the amelioration of reading deficits in poor, culturally disadvantaged school children: Theory and method. Colloquium Series, Department of Psychology, Ohio State University, 1976.

Remediation of reading problems in culturally disadvantaged children: Offsetting a three-year deficit in six weeks. Michigan Psychological Association, 1976.

Applications of the cross-lagged panel correlational technique to selected problems in education and psychology. Colloquium Series, Department of Psychology, Trinity University, San Antonio, TX, 1976.

Review of the evidence for a spatial skills-reading comprehension relationship: Cross-lagged panel and other quasi-experimental approaches. Colloquium Series, Department of Psychology, University of California, Santa Barbara, CA, 1976.

Workshop on the cross-lagged panel correlational technique. Paper presented to the annual Convention of the Society for Experimental Social Psychology, Los Angeles, CA, 1976.

Causal influence of spatial skills on reading comprehension. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, 1977.

Cognitive factors that influence the effect of electric time-of-use rate structures. Electric Rate Demonstration Conference, U.S. Department of Energy, Denver, CO, 1980.

Effects of attitudes and knowledge on the apparent effectiveness of an innovative electric rate structure. Metering for Innovative Electric Rate Structures, Joint Conference of the University of Florida and the State of Florida, Tallahassee, FL, 1980.

Methodological problems in the evaluation of projects of great scope and high expectations. International Seminar: Educational Evaluation in Debate, Pontifical Catholic University, Rio de Janeiro, Brazil, 1982.

Secondary data analysis: Implications for education. International Seminar: Educational Evaluation in Debate, Pontifical Catholic University, Rio de Janeiro, Brazil, 1982.

Spatial skills, and their impact on reading comprehension. Paper presented at the following Brazilian Universities: Universidade Gama Filho, Rio de Janeiro; Pontifica Catolica Universidade, Porto Alegre; Universidade Federal, Belo Horizonte, 1982.

Principles of research in education and psychology. Advanced (graduate) seminar, Universidade Federal, Santa Maria, Rio Grande do Sul, Brazil, 1982.

Sex and role ascription in the family: A search for universals. Trinity University Colloquium Series on Mind and Society, San Antonio, TX, 1985.

Incentive-aroused ambivalence and overjustification. Colloquium series in psychology, Università degli studi di Padova, Padova, Italy, October, 1986.

Ability to consider multiple perspectives as an important Individual difference variable in psychology. Colloquium series, Department of Psychology, University of Trondheim, Trondheim, Norway, October, 1986.

Overjustification, false consensus, and attitude change: Some causal relationships. Seminar, Social and Political Sciences Committee, Cambridge University, Cambridge, England, November, 1986.

Overjustification and attitude change. Department of Psychology, University of Kent, Canterbury, England, March, 1987.

Relevance of basic research to applied military psychology. 23rd Annual International Applied Military Psychology Symposium, Lisbon, Portugal, June, 1987.

Incentive-aroused ambivalence an the process of overjustification. Department of Psychology, Free University, West Berlin, Germany, July, 1987.

Social comparison, consensus, and social knowing. Fourth International Conference on Event Perception and Action. Trieste, Italy, August, 1987.

A U.S. perspective on European research in psychology. Annual Convention of the American Psychological Association, New York, August, 1987.

Cognitive Consequences of Overjustification. Seminar, Department of Psychology, University of Sussex, Brighton, England, November 1987.

Intrinsic motivation and attitude. Seminar, Department of Psychology, University of Geneva II, Geneva, Switzerland, March, 1988.

Identity, Consensus, and Social Comparison. Workshop on Current Topics in Social Psychology, sponsored by the European Association of Experimental Social Psychology, Pecs, Hungary, 21-25 June 1988.

Subjectivity-Objectivity of Decision making and Social Comparison. Paper presented at the third annual Social Psychology Winter Conference, Park City, Utah, January, 1989.

Judgmental Objectivity, Vested Interest, and Locus of Choice in Social Comparison. Paper presented at the annual Texas Social Psychology Conference, Sam Houston State University, Huntsville, TX, January 1989.

Subjectivity, objectivity, and the influence of minority groups on the majority. Paper presented at the Third Conference on Minority Influence, Università degli studi di Perugia, Perugia, Italy, June, 1989.

Pitfalls associated with the use of financial incentives. Paper presented at the 14th Annual Convention of the International Association of Economic Psychology, Warsaw, Poland, September, 1989.

Integrating Research on Majority and Minority Influence. Paper presented to the Colloquium Series, Johns Hopkins University, March, 1990.

American and European Approaches to the Study of Social Influence. Paper presented at the Colloquium Series, University of Maryland, April, 1990.

Subjectivity, Objectivity, and Social Influence. Paper presented at the Conference on the Roots of Persuasion, Valencia, Spain, June, 1990.

Social Identity, Social Comparison, and Belief Change. Paper presented at the Conference on Cognition, Social Cognition, and the Self: An Hommage to Jean Paul Codol. Universite de Provence, Aix-en-Provence, France, March, 1991.

Minority/Majority Status and Social Identity: Factors that Mediate Influence. Seminar, Department of Psychology, University of Geneva II, Geneva, Switzerland, March, 1991.

Components of Vested Interest and Attitude Behavior Consistency. Paper presented at the Nags Head Conference on Attitude Strength, Nags Head, SC, September, 1991.

Majority and Minority Social Influence: Prescriptions for the Future. Paper presented at the annual meeting of the Society for Experimental Social Psychology, Columbus, OH, October, 1991.

Context/Categorization Model of Social Influence. Paper presented at the Rand Corp. Seminar Series, February, 1992.

A New Model of Social Influence. Paper presented to the Colloquium Series, Department of Communication, University of Arizona, March, 1992. Context/Categorization Model of Minority Influence. Paper presented at the Joint Meeting of the European Association of Experimental Social Psychology and the Society for Experimental Social Psychology, Leuven, Belgium, July 1992.

Current trends in North American social psychology: A view from the editor's desk. Paper presented at the International Conference on Applied Social Psychology, Lisbon, Portugal, December, 1992

Influencia Minoria de Moscovici: Estile Norte Americano. Paper presented at the 3rd Annual Encontro Luso-Espanhol de Psicologia Social, Lisbon, Portugal, December, 1992.

with Alvaro, E. M. Cognitive responses to minority or majority-based communications: Leniency and other factors that underlie minority influence. Paper presented to the Department of Psychology and the Kurt Lewin Institute, Free University of Amsterdam, Amsterdam, The Netherlands, November, 1994.

Factors that underlie indirect minority influence. Paper presented at the annual Social Psychology Winter Conference, Park City, UT, January, 1995.

With Dawson, E., & Burgoon, M. Parents' and children's knowledge of, and attitudes toward, HIV/AIDS: Associations and their implications. Paper presented at Prevention '95, New Orleans, LA, April, 1995.

Dawson, E., Burgoon, M., & Crano, W. D. Peer education training for HIV/AIDS prevention. Paper presented at Prevention '95, New Orleans, LA, April, 1995.

American/European research on minorities: Similarities and differences in perspective and approach. NSF-sponsored joint research conference, Bologna, Italy, May, 1995.

Elaborating the Elaboration Likelihood Model. Invited address, Universita di Bari, Italy, June, 1995.

Communication and AIDS Prevention: Acculturation, Knowledge, and Attitude. Invited address, Department of Psychology, University of Rome, July, 1995.

Communication, persuasion, and AIDS prevention. Invited address, Department of Community Medicine, Menofia University, Egypt, July, 1995.

AIDS prevention in children. Invited address, Speech Communication Association Summer Conference on Communication and Health, July, 1995.

Vested interest theory and AIDS. Invited address, Conference on Social Influence: Theories and Practice. University of Geneva, Geneva, Switzerland, September, 1996.

Factors that affect the persuasive influence of minorities and majorities. Invited address, European Association of Social Psychology Small Group Meeting on Minority Influence, Amsterdam, The Netherlands, October 1998.

Social influence: Asch to Moscovici to integrative cognitive models. Society for Experimental Social Psychology, Lexington, KY, October, 1998.

Considerations of social identity, interpersonal accord, and message elaboration in strategic persuasion processes. Second Sydney Symposium of Social Psychology, Sydney, Australia, March, 1999.

The Leniency Contract and its Effect on Focal and Indirect Attitude Change. Departmental Symposium, San Diego State University, April, 1999.

AIDS knowledge: What you don't know can hurt you. Departmental Symposium, UC:Riverside, May, 1999.

The indirect influence of social beliefs. Midwestern Psychological Association, Chicago, May, 1999.

Social identity, the leniency contract, and group influence. Second Jena Workshop on Intergroup Processes, University of Jena, Weimar, Germany, June 1999.

With M. S. Peters, Entitativity and social influence: Effects of homogeneity and synchrony, European Association for Social Psychology Conference on Entitativity, Louvain-la-Neuve, Belgium, July, 1999.

Reference group influence and the maximal group procedure. Social Psychology Winter Conference, Park City, Utah, January, 2000.

In-group and Out-group Influence: The Leniency Contract. Departmental Colloquium, University of Toulouse, Toulouse, France, March, 2000

The leniency contract, group maintenance, and social change. Group meeting of the European Association of Experimental Social Psychology: The Psychology of Domination: Social Structure, Social Reproduction, and Social Change. Grenoble, France, 15-17 March 2000.

HIV Prevention in a Multi-Cultural Children's Sample, RAND Invited Psychology Speaker Series, Santa Monica, CA, 21 June, 2001.

With E. Alvaro, Message development for Latino audiences. Workshop presented at the Second National Conference on Drug Abuse Prevention Research: A Progress Update. Sponsored by the National Institute on Drug Abuse, Washington, D.C., 9-10 August 2001.

The persuasive outcome of leniency in response to in-group minorities. British Psychological Society, Bournemouth, England, 13-15 March, 2003.

The leniency contract and social influence; and, Three Strikes: California's Approach to Crime and Punishment. Psychology Department Colloquium, University of Geneva, Geneva, Switzerland, 17 April 2003.

Three strikes and you're in jail. Keynote Address, Fourth Annual Inter-University Graduate Council, Cambridge University, 10 May 2003.

Leniency and minority influence. Psychology Department, Free University of Amsterdam, 15 May, 2003.

The psychology of the minority. Psychology Department Colloquium Series, University of Grenoble, 19 May 2003.

Leniency and social influence. Psychology Department Colloquium Series, Oxford University, 23 May, 2003.

Social influence: Majority vs. minority processes. Psychology Department Colloquium, Jena University, 2-5 July 2003.

A general model of social influence. Psychology Department Colloquium, Wuerzburg University, 7 July 2003.

The leniency contract: A general model for persuasion and attitude change. Small Group Meeting on Minority Influence Processes. Sponsored by the European Association of experimental Social Psychology, Oxford, 22-26 September 2003.

Drug abuse and media. Social Psychology Winter Conference, Park City, UT, January, 2004.

Message strategies to target susceptible youth. Annual Conference of the Community Anti-Drug Coalitions of America. Washington, DC, January 2005.

Differentiating at-risk from truly at-risk adolescent drug abusers. Social Psychology Winter Conference, Park City, UT, January, 2005.

Preventing inhalant abuse. Symposium sponsored by NIDA, Annual Conference of PRIDE 2005; Cincinnati, OH, March, 2005.

Leniency and Social Influence. Psychology Department Colloquium, Ohio State University, Columbus, OH, January 2005.

Applied Persuasion and Drug Abuse. Psychology Department Colloquium, University of Geneva, Geneva, Switzerland, May, 2005.

Applied Persuasion and Drug Abuse. Psychology Department Colloquium, University of Bern, Bern, Switzerland, May, 2005.

Evaluating Mass Media/Community Outreach Campaigns: Challenges and Outcomes Associated With a Campaign Targeting Hispanic Organ Donation, with E. Alvaro, J. Siegel, & A. Dominick, American Evaluation Association, Toronto, Canada, October, 2005

Antecedents to social change in majority and minority groups, with H. Atuel & V. Seyreyani, 8th Jena Workshop on Intergroup Processes, Castle Oppurg, Germany, July, 2005.

The leniency contract: A model for general social influence, with V. Seyreyani & H. Atuel. 14th General Meeting of the European Association for Experimental Social Psychology, Wurzburg, Germany, July, 2005.

Discriminating At-risk Inhalant abusers from abstainers. American School Health Association, Burbank, CA, October, 2005.

Hispanic live organ donation: A possible solution to waiting list overrepresentation and perceived inequities in organ distribution, with E. Alvaro, J. Siegel, & A. Dominick. American Public Health Association, New Orleans, LA, November, 2005.

If nearly everyone supports organ donation, why is there a donor shortage? Improving the relationship between organ donation intentions and behavior. With E. Alvaro, J. Siegel, S. Jones. American Public Health Association, New Orleans, LA, November, 2005.

"If you are in favor of organ donation, why haven't you registered to be a donor?": An exploratory look at passive-positives. With J. Siegel, E. Alvaro, & S. Jones. American Public Health Association, New Orleans, LA, November, 2005.

Pinpoint discrimination of inhalant intenders and nonintenders. American School Health Association, Burbank, CA, October, 2005.

Research-Based Targeted Message Development for At-risk Groups
NIDA-sponsored Montana Meth Communications Research Workgroup, Washington, DC, June, 2006.

Social Identity and Terror: Preventing the “Look the Other Way” Response. NSF-sponsored Workgroup on countering IEDs, Washington, DC, June, 2006.

The leniency contract: An integrative model of social influence and persuasion. Seventh Annual Society of Personality and Social Psychology Attitudes Preconference, Memphis, TN, January, 2007.

Persuasion Theory & Drug Prevention in Adolescent Groups. Department of Psychology, University of Rome, La Sapienza, June, 2007.

Factors that Anticipate (or Follow) the Transition from Marijuana Abstinence to Use in Adolescents. Department of Psychology, University of Rome, La Sapienza, June, 2007.

Notes from the field: Persuasion theory and drug prevention. Director's Symposium, NIDA, Washington, DC, September, 2008.

Translating research findings to the field: How mass media prevention findings can inform practice. Annual meeting: Community Anti-drug coalitions of America. Washington, DC, February, 2009.

Experiments as reforms. Sydney Symposium on Social Psychology, Sydney, Australia, March, 2009.

Experiments as reforms. Colloquium, School of Population Health, University of Auckland, Auckland, New Zealand, March, 2009.

Mass Media and Prevention. Colloquium, Psychology Department, University of Dunedin, Dunedin, New Zealand, March, 2009.

Notes from the trenches: Persuasion theory and drug prevention. University Colloquium, University of Kentucky, April, 2009.

Parental monitoring and adolescent drug abuse. Western Psychological Association, Portland, OR, April, 2009.

Translating basic persuasion research to the field: Mass media and drug prevention in the U.S. Psychology Department, Università degli studi di Padova, Padova, Italy, September, 2009.

A workshop on quasi-experimental design, Western Psychological Association, Cancun, Mexico, April, 2010.

Increasing social support for depressed individuals: Challenges and solutions. Western Psychological Association, Cancun, Mexico, April, 2010.

Increasing social support for depressed individuals: A cross-cultural assessment. Western Psychological Association, Cancun, Mexico, April, 2010.

Providing help to depressed individuals. . Western Psychological Association, Cancun, Mexico, April, 2010.

Adolescent drug prevention applied to the Italian context. Presented at Psychology departmental colloquia, Università di Roma (La Sapienza), June, 2010.

Applied social research in the US and Italy: Contrasts and comparisons. Departmental colloquium, Università de Roma III, June, 2010.

Quasi-experimental design. Workshop, Università di Roma III, June, 2010.

Persuasion and social influence in applied contexts. Workshop, Università di Roma III, June, 2010.

Using media to augment evidence-based prevention. Workshop. National Prevention Network, Denver, August, 2010.

Translating basic persuasion research to the field: Mass media and drug prevention in the US. Social Psychology Winter Conference, January, 2011.

Is Dan Wegner a Crook? Colloquium in honor of Daniel Wegner, Harvard University, September, 2011.

Applying Scientific Principles of Persuasion to Drug Prevention in the United States: Failures and (Some) Successes. Departmental colloquium, Psychology, University of Geneva, September, 2011.

Lessons Learned from Media-based Prevention Campaigns. UN Office on Drugs and Crime, January, 2012.

Self-fulfilling (parental) prophecy effects on children's drug use. UN Office on Drugs and Crime, May, 2012.

Drug prevention: How media can be used to reduce demand. UN Office on Drugs and Crime, Paris Pact Initiative. September 2012.

Mixed methods approaches for prevention research. Workshop. Society for Prevention Research annual conference, June 2013, San Francisco, CA.

Confronting drug misuse in S.E. Asia. Workgroup of the Colombo Plan. U.S. State Department, August, 2013, Washington, DC.

Parents as allies in the "War on Drugs." University of Melbourne, March, 2014.

Re-targeting Youth Drug Prevention Media Campaigns, invited speaker, NIDA, DESPR, April, 2014.

Parents: Neglected allies in the "War on Drugs" Can they help us snatch victory from the jaws of defeat? Western Psychological Association, Portland, OR, May, 2014

Parallels in Research. Invited speaker, Festschrift for Phillip R. Costanzo, Duke University, May, 2014

Further explorations of parental effects on children's substance use. Invited Address, Departmental Colloquium, Chulalongkorn University, Thailand, September, 2014.

Good Parents, Bad Parents: Parental Effects on their Children's Substance Use. European Society for Prevention Research, Majorca, Spain, October, 2014.

Parents' Effects on Children's Drug Use, Departmental Colloquium, University of Lisbon, Lisbon, Portugal, October, 2014.

Reducing prescription drug misuse. 11th International Forum on Drug Issues, Dubai, United Arab Emirates, 9-11 June, 2015.

Prevention via the method of tailored mass media. EASP small-group meeting on Emerging methods in prevention research. London, England. 12 June, 2015,

Applying social psychological theories and research to prevent substance misuse. Department of Psychology, Bielefeld University, November, 2015.

Making media matter in substance prevention. United Nations Office on Drugs and Crime: Scientific consultation on prevention of drug use and treatment of drug disorders. Vienna, Austria, December, 2015.

Applying social psychological theories and research to prevent substance misuse. NYU: Abu Dahbi University, December, 2015.

Using media to facilitate substance use prevention. Jazan University, Kingdom of Saudi Arabia, Jazan and Riyadh, December 2016.

Contexts and conditions of outgroup influence. Tribute to Serge Moscovici, Paris, France, November, 2016 (with A. Gaffney, J. Jung, & M. Hogg).

Minority influence. Keynote Lecture. Interdisciplinary perspectives on social influence. Warsaw, Poland, March, 2018.

Prevention, communication, and social psychology. Keynote Lecture. Freemind Conference, Campos do Jordao, Brazil, September, 2018.

Creating Persuasive Evidence-Based, Anti-Substance Use Media Messages, Keynote Lecture, Joint NACADA, ISSUP and African Union Drug Demand Reduction Conference & Workshop, Nairobi, Kenya, December, 2018

Psychology can (and must) contribute to the health of the nation. Distinguished Speaker, Western Psychological Association Annual Meeting, Pasadena, CA, April, 2019

Creating Evidence Based Prevention Campaigns. Keynote Lecture. International Consortium of Colleges and Universities for Drug Demand Reduction, Cusco, Peru, July 2019

Creating Persuasive Evidence-Based, Anti-Substance Use Media Messages, Keynote Lecture, Joint NACADA, ISSUP and African Union Drug Demand Reduction Conference & Workshop, Nairobi, Kenya, December, 2018

Preventing Adolescent Drug Use: How Social Psychology Can Help, Instituto Nacional de Psiquiatria, November, 2019

Prevention Science, Persuasion, & Media: Using Evidence to improve the impact of the Mass Media in Substance Prevention, International Society for Substance Use Professionals, Mexico City, Nov., 2019

Persuasion, & Media: How to improve the impact of the Mass Media in Substance Prevention, Centros de Integracion Juvenil, Mexico City, Nov., 2019

Creating Media Based Prevention Campaigns. Keynote Lecture. Freemind Conference, Águas de Lindóia, São Paulo State, Brazil, December, 2019.

Persuasion: A Crucial Feature of Successful Prevention. Keynote Lecture, International Society of Substance Use Professionals India, (webinar), October, 2020.

Persuasive Prevention: Creating Evidence-Based Media Messages, Keynote Lecture, Joint Meeting of the African Union and the Organization of American States, (webinar), October, 2020.

Practical, Evidence-based Prevention: Winning a War on Two Fronts, Webinar, State Of Utah, Substance Abuse and Mental Health Services, Department of Human Services, November, 2020.

Selected Technical Reports:

Crano, W. D., & Messé, L. A. A critical review of Elrick and Lavidge's customer acceptance surveys. For the U.S. Dept. of Energy, 1980.

Crano, W. D., & Messé, L. A. Variables affecting treatment perception in an electric time of use demonstration: Analytic and interpretative implications. For the U.S. Dept. of Energy, 1980. Crano, W. D., Messé, L. A., Buldain, R. W., & Johnson, C. D. Effects of consumers' attitudes and knowledge on the acceptance and utilization of time of use rates: Edmond, Oklahoma. For the U.S. Dept. of Energy, 1980.

Ludwig, S., Messé, L. A., & Crano, W. D. Summary of interview survey of electric utility communication specialists. For the U.S. Dept. of Energy, 1980.

Crano, W. D., Messé, L. A., Johnson, C. D., & Buldain, R. W. Analytic master plan for a program to facilitate utility-customer communications. For the U.S. Dept. of Energy, 1980.

Buldain, R. W., Crano, W. D., Hymes, R., & Messé, L. A. Analysis of psychometric properties and correlates of the Central Vermont Public Service Corporation's 1980 survey of time of use and non time of use electric customers. For the U.S. Dept. of Energy, 1980.

Selected Grants and Contracts:

Assessing the energy-related attitudes of Michigan youth. Department of Commerce, Energy Extension Service, State of Michigan, 1978. (\$20,000).

Extension to assessing energy related attitudes of youth. Department of Commerce, Energy Extension Service, State of Michigan, 1978. (\$7,000).

Patient contributions: Linking process and outcomes. U.S. Dept. of Health, Education, and Welfare, Public Health Service (B. Given, PI), 1978-81. (\$470,000).

Medication monitoring for the elderly. Office of Services to the Aging, State of Michigan, 1979. (\$17,000).

Analysis and evaluation of a multi-site time-of-use demonstration project. U.S. Department of Energy, 1979. (\$146,000).

Experimental comparison of evaluation and implementation strategies. Office of Services to the Aging, State of Michigan, 1980. (\$60,000).

A program to facilitate communication effectiveness between electric utilities and their customers. U.S. Department of Energy, 1980. (\$275,000).

Further methods to facilitate utility/customer communications. U.S. Department of Energy, 1981. (\$50,000).

Overjustification and attitude change. National Science Foundation, 1984-1985 (\$42,000).

Modeling and participation: Elements in education to reduce alcohol impaired driving (J. McKinney, PI). U.S. Dept. of Transportation, 1983-86. (\$356,000).

Evaluating the effectiveness of the Job Training Partnership Act. Texas Department of Community Affairs. 1984-1985 (\$200,000).

Job training and worker attitudes. Houston/Galveston (TX) Area Training Council. 1985 (\$10,000). Renewal 1986 (\$10,000).

Effectiveness of the Job Training Program. Houston Department of Community Affairs. 1985 (\$15,000). Evaluating the effectiveness of the Job Training Partnership Act. Texas Department of Community Affairs. 1985-1986 (\$380,000).

Continuation of evaluation of the Job Training Partnership Act. Texas Department of Community Affairs. 1986-1987 (\$240,000).

Self-Awareness and Cognitive Access to Self-Relevant Information (with R. Hansen, co-PI). National Science Foundation. 1986-1988 (\$150,000).

Majority and Minority Influence: An Attempt at Integration. National Science Foundation, 1991-1996, (\$401,000; 12/91--8/96).

Funding for travel to International Conference on Applied Social Psychology, and the Encontro Luso-Espanhol de Psicologia Social, both in Lisbon, Portugal, December, 1992 (Portuguese State Department of Scientific Research, \$3000).

HIV Prevention in a Multi-Cultural Children's Sample. National Institute of Child Health and Human Development, (\$1,260,299; 7/94-7/99).

Mass-mediated drug prevention in a multi-ethnic sample. National Institute on Drug Abuse (\$971,129; 9/30/98-8/31/02).

Research Supplement for Underrepresented Minorities (National Institute on Drug Abuse, \$93,139; 3/99-10/01).

Subcontract from University of Arizona on a National Institute of Child Health and Human Development grant (Continuation of "HIV Prevention in a Multicultural Children's Sample"), (\$268,000, 10/99-7/00).

Subcontract from University of Miami on a National Institute of Mental Health grant ("Promoting early detection of HIV among Hispanic MSM") (\$1.5M, 9/00-9/04).

Reducing inhalant use in young adolescents. NIDA (approx. \$1M, Sept 2003-Aug 2006).

Minority Supplement for above grant. NIDA (approx. \$150K, April 2004-Aug. 2006).

Marijuana use patterns: Temporal change in predictors. Secondary analysis of the NESARC and NSPY datasets. NIDA (\$1.02M, 9/05-8/09).

Secondary Analysis of the NSPY. NIDA (900K, 10/10-9/13)

Understanding and overcoming adolescents' resistance to anti-marijuana ads. NIDA (\$1.7M, Jan 2013-Jan 2018).

Testing Peer-led Network Intervention to Prevent Adolescent Vaping (co-Investigator with P. Wyman, PI, U. Rochester; April 1, 2020 – March 31, 2025)

Persuading the unpersuadable: Factors affecting responses to influence sources. NSF, submitted. \$1M+)

