

VITA

**Melanie Colette Green**

**Work:**

University of North Carolina, Chapel Hill  
Department of Psychology  
CB# 3270, Davie Hall  
Chapel Hill, NC 27599  
919-843-9113  
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**PROFESSIONAL POSITIONS**

2005-present                      Assistant Professor, University of North Carolina at Chapel Hill  
Department of Psychology

2000-2005                         Assistant Professor, University of Pennsylvania  
Department of Psychology

Faculty affiliate, Solomon Asch Center for the Study of  
Ethnopolitical Conflict  
Faculty affiliate, Ackoff Center for Advancement of Systems  
Approaches (ACASA)

**EDUCATION**

Ph.D. (December, 2000)            Social Psychology  
Primary minor: Quantitative Psychology  
Secondary minor: Political Psychology  
Ohio State University, Columbus, OH  
Dissertation: Choice of Real Versus Ersatz Social Interactions in the  
Formation of Social Capital: Laboratory and Longitudinal Approaches

M.A. (August, 1996)                Social Psychology  
Ohio State University, Columbus, OH  
Thesis: Mechanisms of Narrative-Based Belief Change

B.S. (May, 1994)                    Majors: Psychology and Literature (graduated with high honors)  
Eckerd College, St. Petersburg, FL

**POSTDOCTORAL PROFESSIONAL TRAINING**

IGEL Summer Institute, Interdisciplinary Empirical Investigations of Literature (August, 2004)  
Advanced Training Institute in Social Psychology, Web-Based Research (January, 2002)  
Positive Psychology Summer Institute, Sea Ranch, CA (August, 2001)  
American Psychological Association Advanced Training Institute in Longitudinal Methods,  
Modeling, and Measurement, Charlottesville, VA (June, 2001)

## FELLOWSHIPS AND AWARDS

- 2001 Social Issues Dissertation Award Honorable Mention, Society for the Study of Psychological Issues
- 2000 Toops Research Award, Ohio State University, Department of Psychology (\$500 departmental dissertation grant for creative research)
- 1999-2000 Ohio State University Presidential Fellow
- 1999 Elected to Full Member of Sigma Xi, The Scientific Research Society
- 1997-1998 National Institute of Mental Health Predoctoral Trainee, Ohio State Training Grant in Social Psychology
- 1997 American Psychological Association Student Travel Grant
- 1996 American Psychological Association Travel Grant (Young Psychologists Program, International Congress of Psychology)
- 1995-1999 National Science Foundation Graduate Fellow
- 1994-1995 Ohio State University Fellow

## RESEARCH GRANTS

- 2006 Junior Faculty Development Award, University of North Carolina at Chapel Hill (\$7500)
- 2006 PI, Stephenson Research Award, Department of Psychology, University of North Carolina at Chapel Hill (\$1000)
- 2005 Consultant, "The Storytelling Project: Story-based breast cancer communication for Black women" (Matthew Kreuter, PI, St. Louis University)
- 2004-2005 PI, University of Pennsylvania Center for Excellence in Cancer Communication Research pilot project, "Effect of transportation in effectiveness of anti-smoking advertisements." (\$9000).
- 2003 PI, Time-Sharing Experiments in the Social Sciences (National Science Foundation), "Gender differences in reactions to infidelity." (Data collection award).
- 2002-2003 PI, University of Pennsylvania Research Foundation, "Becoming transported into narrative worlds: Story and personality factors." (\$6000).
- 2001-2003 PI, Sage Foundation Initiative on Trust, "Development and perception of trust in on-line relationships," RSF Project #82-02-02. (\$12,600).
- 2001-2003 Co-PI, National Library of Medicine/National Heart Attack Alert Program (NHAAP/NIH, Award N01-LM-1-3541), "Heart Sense: A game for heart attack pre-hospitalization delay reduction (Phase II)." (\$736,759)
- 1999 American Psychological Association Dissertation Research Award (\$1000).
- 1999 Co-PI, "Participation in Media versus Social Activities: Effects on Trust and Connectedness." Ohio State University, Social and Behavioral Sciences/Office of Research. (\$1000)

- 1998 Co-PI, "Personality and Situational Determinants of Activities that Build Social Capital." Ohio State University, Social and Behavioral Sciences/Office of Research. (\$1000)
- 1995 Co-PI, "Mechanisms of Narrative Persuasion: Effects of Story Location." Ohio State University, Social and Behavioral Sciences/Office of Research. (\$1000)

## PUBLICATIONS

### Articles:

Kreuter, M.W., Green, M.C., Cappella, J.N., Slater, M.D., Wise, M.E., Storey, D., Clark, E.M., O'Keefe, D.J., Erwin, D.O., Holmes, K., Hinyard, L.J., Houston, T., & Woolley, S. (in press). Narrative communication in cancer prevention and control: A framework to guide research and application. *Annals of Behavioral Medicine*.

Green, M.C. (in press). Connecting self to others through narrative. *Psychological Inquiry*.

Mazzocco, P., Green, M.C., & Brock, T.C. (in press). The effects of a prior storybank on the processing of a related persuasive communication. *Media Psychology*.

Reich, D.A., Green, M.C., Brock, T.C., & Tetlock, P.E. (in press). Biases in research evaluation: Inflated assessment, oversight, or error-type weighting. *Journal of Experimental Social Psychology*.

Weeden, J., Abrams, M., Green, M.C., & Sabini, J. (2006). Do high status people really have fewer children? Education, income, and fertility in the contemporary U.S. *Human Nature*, 17(4), 377-392.

Green, M.C., Garst, J., Brock, T.C., & Chung, S. (2006). Fact versus fiction labeling: Persuasion parity despite heightened scrutiny of fact. *Media Psychology* 8(3), 267-285.

Green, M.C. (2006). Narratives and cancer communication. *Journal of Communication*, 56, S163-183.

Green, M.C., & Sabini, J. (2006). Gender, SES, age, and jealousy: Emotional responses to infidelity in a national sample. *Emotion*, 6(2), 330-334.

Green, M.C., Hilken, J., Friedman, H., Grossman, K., Gasiewski, J., Adler, R., & Sabini, J.P. (2005). Communication via instant messenger: Short and long-term effects. *Journal of Applied Social Psychology*, 35(3), 445-462.

Green, M.C., & Brock, T.C. (2005). Organizational membership versus informal interaction: Contributions to skills and perceptions that build social capital. *Political Psychology*, 26(1), 1-25.

Green, M.C., Brock, T.C., & Kaufman, G.F. (2004). Understanding media enjoyment: The role of transportation into narrative worlds. *Communication Theory*, 14(4), 311-327.

Sabini, J., & Green, M.C. (2004). Emotional responses to sexual and emotional infidelity: Constants and differences across genders, samples, and methods. *Personality and Social Psychology Bulletin*, 30(11), 1375-1388.

Green, M.C. (2004). Transportation into narrative worlds: The role of prior knowledge and perceived realism. *Discourse Processes*, 38(2), 247-266.

Holbrook, A., Green, M.C., & Krosnick, J.A. (2003). Telephone versus face-to-face interviewing of national probability samples with long questionnaires: Comparisons of respondent satisficing and social desirability response bias. *Public Opinion Quarterly*, 67, 79-125.

Krosnick, J.A., Holbrook, A., Berent, M.K., Carson, R.T., Hanemann, W.M., Kopp, R.J., Mitchell, R.C., Presser, S., Ruud, P.A., Smith, V.K., Moody, W.R., Green, M.C., & Conaway, M. (2002). The impact of "no opinion" response options on data quality: Prevention of non-attitude reporting or invitation to satisfice? *Public Opinion Quarterly*, 66, 371-403.

Singer, J.A., King, L.A., Green, M.C., & Barr, S.C. (2002). Personal identity and civic responsibility: "Rising to the occasion" narratives and generativity in community action student interns. *Journal of Social Issues*, 58(3), 535-556.

Green, M.C., & Brock, T.C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of Personality and Social Psychology*, 79(5), 701-721.

Green, M.C., Visser, P.S., & Tetlock, P.E. (2000). Coping with accountability cross-pressures: Low-effort evasive tactics and high-effort quests for integrative complexity. *Personality and Social Psychology Bulletin*, 26(11), 1380-1391.

Tetlock, P.E., Kristel, O.V., Elson, S.B., Green, M.C., & Lerner, J. (2000). The psychology of the unthinkable: Taboo trade-offs, forbidden base rates, and heretical counterfactuals. *Journal of Personality and Social Psychology*, 78(5), 853-870.

Wheeler, S.C., Green, M.C., & Brock, T.C. (1999). Fictional narratives change beliefs: Replications of Prentice, Gerrig, & Bailis (1997) with mixed corroboration. *Psychonomic Bulletin and Review*, 6(1), 136-141.

Green, M.C., & Brock, T.C. (1998). Trust, mood, and outcomes of friendship predict preferences for real versus ersatz social capital. *Political Psychology*, 19(3), 527-544.

Wituski, D.M., Clawson, R.A., Oxley, Z.M., Green, M.C., & Barr, M.K. (1998). Bridging an interdisciplinary divide: The Summer Institute in Political Psychology. *PS: Political Science and Politics*, 221-226.

Green, M.C., & Brock, T.C. (1996). Mechanisms of narrative persuasion (abstract). *International Journal of Psychology*, 31(3&4), 31.

**Edited Books:**

Brock, T.C., & Green, M.C. (Eds.) (2005). *Persuasion: Psychological Insights and Perspectives (second edition)*. Thousand Oaks, CA: Sage Publications.

Chapters in *Persuasion*:

Green, M.C., & Brock, T.C. (2005). Persuasiveness of narratives. In Brock, T.C., & M.C. Green (Eds.), *Persuasion: Psychological Insights and Perspectives (second edition)*, pp. 117-142. Thousand Oaks, CA: Sage Publications.

Brock, T.C., & Green, M.C. (2005). Introduction: Domains of persuasion. In Brock, T.C., & M.C. Green (Eds.), *Persuasion: Psychological Insights and Perspectives (second edition)*, pp. 1-15. Thousand Oaks, CA: Sage Publications.

Walker-Smith, K., & Green, M.C. (2005). Glossary. In Brock, T.C., & M.C. Green (Eds.), *Persuasion: Psychological Insights and Perspectives (second edition)*, pp. 305-328. Thousand Oaks, CA: Sage Publications.

Green, M.C., Strange, J.J., & Brock, T.C. (Eds.) (2002). *Narrative Impact: Social and Cognitive Foundations*. Mahwah, NJ: Lawrence Erlbaum Associates.

Chapters in *Narrative Impact*:

Green, M.C., & Brock, T.C. (2002). In the mind's eye: Imagery and transportation into narrative worlds. In M.C. Green, J.J. Strange, & T. C. Brock (Eds.), *Narrative Impact: Social and Cognitive Foundations*, pp. 315-341. Mahwah, NJ: Lawrence Erlbaum Associates.

Brock, T.C., Strange, J.J., & Green, M.C. (2002). Power beyond reckoning: An introduction to *Narrative Impact*. In M.C. Green, J.J. Strange, & T. C. Brock (Eds.), *Narrative Impact: Social and Cognitive Foundations*, pp. 1-15. Mahwah, NJ: Lawrence Erlbaum Associates.

Brock, T.C., Green, M.C., & Strange, J.J. (2002). Insights and research implications: Epilogue to *Narrative Impact*. In M.C. Green, J.J. Strange, & T. C. Brock (Eds.), *Narrative Impact: Social and Cognitive Foundations*, pp. 343-354. Mahwah, NJ: Lawrence Erlbaum Associates.

**Chapters:**

Green, M.C., & Donahue, J. (invited). Transportation in narrative processing. In Markman, K., Klein, W., & Suhr, J., *The Handbook of Imagination and Mental Simulation*. Psychology Press.

Green, M.C. (in press). Transportation theory. In Donsbach, W. (Ed.), *International Encyclopedia of Communication*. Blackwell.

Green, M.C., & Garst, J. (in press). The power of fiction: Exploring boundaries. In van Peer, W., & Auracher, J. (Eds.), *New Beginnings in the Study of Literature*. Cambridge Scholars Press.

Green, M.C. (in press). Resisting social influence: Lessons from *Harry Potter*. In G. Yeffeth (Ed.), *The Psychology of Harry Potter*. Dallas: BenBella Books.

Green, M.C. (in press/2007). Trust and on-line social interaction. In Joinson, A., McKenna, K.Y.A., Postmes, T., & Reips, U. (Eds.), *Oxford Handbook of Internet Psychology*.

Green, M.C. (2005). Transportation into narrative worlds: Implications for the self. In Tesser, A., Stapel, D. A., & Wood, J. W. (Eds.), *On Building, Defending and Regulating the Self: A Psychological Perspective*, pp. 53-75. New York: Psychology Press.

Green, M.C., Garst, J., & Brock, T.C. (2004). The power of fiction: Persuasion via imagination and narrative. In L.J. Shrum (Ed.), *The Psychology of Entertainment Media: Blurring the lines between entertainment and persuasion*, pp. 161-176. Mahwah, NJ: Lawrence Erlbaum Associates.

Green, M. C., & Krosnick, J. A. (2001). Comparing telephone and face-to-face interviewing in terms of data quality: The 1982 National Election Studies Method Comparison Project. In Cynamon, M.L, & Kulka, R. A. (Eds.), *Health Survey Research Methods* (pp. 115-122). Hyattsville, MD: Department of Health and Human Services (DHHS Publication No. 01-1013).

Strange, J.J., Green, M.C., & Brock, T.C. (2000). Censorship and the regulation of expression. E.F. Borgatta & R.J.V. Montgomery (Eds.), *Encyclopedia of Sociology, Revised Edition* (pp. 267-281). New York: MacMillan.

### **Other publications:**

Green, M.C., Strange, J.J., & Brock, T.C. (2005). Response to “The Narrative Turn and Psychology” (A review of *Narrative Impact: Social and Cognitive Foundations*. (On-line publication in *PsycCRITIQUES*, May 5).

Green, M.C., & Brock, T.C. (2004). Better living through entertainment: Review of *Entertainment-education and Social Change: History, Research, and Practice*. *Contemporary Psychology* (on-line publication in *PsycCRITIQUES*, October 26).

Green, M.C. (2004). Teaching as story-telling. *APS Observer*, 17(4), 37-38, 52-54.  
Reprinted in B. Perlman, L.I. McCann, & S.H. McFadden, Eds. (2004). *Lessons Learned, Vol. 2: Practical Advice for the Teaching of Psychology*, pp. 175-184. Washington, DC: American Psychological Society.

Reprinted in *Teaching Options*, University of Ottawa, June 2004.

Reprinted in *Teaching at the University of Manitoba: A Handbook* (3<sup>rd</sup> edition).

Silverman, B.G., Mosley, J., Johns, M., Weaver, R., Green, M.C., Holmes, J.H., Kimmel, S., Holmes, W. (2003). Computer games may be good for your health: Shifting healthcare behavior via interactive drama videogames. *American Medical Informatics Association (AMIA) Annual Symposium Proceedings*, 1075.

Green, M.C., Wheeler, S.C., Hermann, A.D., & Brock, T.C. (1998). Social psychology and changing technologies: Reality versus caricature. *American Psychologist*, 53(9), 1078-1079.

Brock, T.C., Green, M.C., & Reich, D.A. (1998). New evidence of flaws in the Consumer Reports study of psychotherapy. *American Psychologist*, 53(1), 62-63.

Green, M.C., & Brock, T.C. (1997). Humanity's 'dark side' and monotheism. *Chronicle of Higher Education*, XLIII, 49, p. B10 (August 15).

Brock, T.C., Green, M.C., Reich, D.A., & Evans, L.M. (1996). The *Consumer Reports* study of psychotherapy: Invalid is invalid. *American Psychologist*, 51(10), 1083.

### **Technical Reports:**

Green, M.C. (2005). Social influence and climate change: Entertainment and advertising.

Silverman, B.G., Holmes, W., Green, M.C., Holmes, J.H., Kimmel, S., Mosley, J., Pourdehnad, J., Zandi, I., Gnana Bharathy, G., Johns, M., Ohr, B., Weaver, R., Berlin, J., & Taylor, L. (2003). Instruments for exploring the training and aesthetic dimensions of edutainment: Case of the Heart Sense Game.

Weeden, J., Sabini, J.P., Green, M.C., Beers, M.C., Clarkson, A., & Gravenslund, W. (2002). The Harvard & Radcliffe class of 1977 longitudinal study: 25<sup>th</sup> reunion report.

Krosnick, J.A., & Green, M.C. (1998). The impact of interview mode on data quality in the National Election Studies. Report to the Board of Overseers of the National Election Study.

### **INVITED TALKS/COLLOQUIA**

Ohio State University, Social Psychology Colloquium Series, invited for Spring 2007

University of Virginia, invited for Spring 2007

Ackland Art Museum, Lunch with One series (Psychology of Politics), September 2006

University of North Carolina, Social ORG, "Guide to Graduate School," September 2006

Edmonton Symposium on Empirical Studies of Literature and Culture, April 2006 (Keynote speaker)

University of Alberta, Department of Psychology, April 2006

Duke University, Social Psychology Series, April 2006

University of North Carolina, Social ORG, February 2006

Centers of Excellence in Cancer Communication Grantees Meeting, Ann Arbor, Michigan, November 2005

Yale Conference on Climate Change, Science to Action (Aspen, CO), October 2005

Time-Sharing Experiments in the Social Sciences Conference (Philadelphia, PA), June 2005

Computer-Supported Interaction Conference (Miami, Ohio), April, 2005

Center for Excellence in Cancer Communication, University of Pennsylvania, March 2005

University of North Carolina (Chapel Hill), February 2005

University of Arkansas, September, 2003

Yale University, Social Psychology Area, October 2002

Princeton University, Social Research Seminar, April 2001

University of Maryland, Department of Communication, October 2000

Vassar College, Fall 1999

Boston College, Fall 1999

Center for Human Modeling and Simulation, University of Pennsylvania, September 2001

Department of Sociology, University of Pennsylvania, November 2001

Undergraduate Psychology Society, University of Pennsylvania, November 2001

## PRESENTATIONS

Green, M.C. (accepted for 2007). Emotions across media: Transportation into written versus filmed narratives. International Communication Association, San Francisco, May.

Williams, J.H., Allison, J., Foster, P., Green, M.C., Kohler, C., Richman, J. & Houston, T.K. (accepted for 2007). Impact of a interactive DVD of “Stories to Communicate Risk About Tobacco” on participants’ plans for quitting – a randomized trial. Society of Behavioral Medicine, Washington.

Green, M.C. (2007). Good beginnings: Early narrative elements influence story effectiveness. Society for Personality and Social Psychology meeting, Memphis, January.

Crittenden, S., & Green, M.C. (2007). It’s not just what you say: Preferences for interpersonal communication medium depend on topic. Society for Personality and Social Psychology meeting, Memphis, January.

Green, M.C., & Garst, J. (2006). Fiction and belief change: Exploring boundaries. International Society for the Empirical Study of Literature and Media, Munich, Germany, August.

Anand, S., Krosnick, J. A., Mulligan, K., Smith, W., Green, M., & Bizer, G. (2005). Effects of respondent motivation and task difficulty on nondifferentiation in ratings: A test of satisficing theory predictions. Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.

Gromet, D.M., Green, M.C., & Sabini, J. (2005). The devil is in the details: How detail and need for cognition affect the believability of excuses. Society for Personality and Social Psychology meeting, New Orleans, January.

Walker-Smith, K. & Green, M.C. (2005). Ratings to bid by: The impact of sellers’ feedback ratings on buyers’ trust in on-line auctions. Society for Personality and Social Psychology meeting, New Orleans, January.

Green, M.C., Rozin, P., Aldao, A., Pollack, B., & Small, A. (2004). Effect of story detail on transportation and identification with characters. Society for the Empirical Study of Literature meeting, Alberta, Canada, August.

Fialho, O., Green, M.C., Odag, O., & Miall, D. (2004). Changing lives through literature: Emotions and the experience of self-modifying feelings [research proposal]. Society for the Empirical Study of Literature meeting, Alberta, Canada, August.

Abrams, M., Weeden, J., Sabini, J., & Green, M. (2004). Social status and fertility in the contemporary U.S. Human Behavior and Evolution Society Conference, Berlin, Germany, July.

Singer, J.A., King, L.A., Green, M.C., & Rexhaj, B. (2004). Rising to the occasion and letting go: The development of a personal growth scale. Fifth annual meeting of the Society for Personality and Social Psychology, Austin, February.

Green, M.C., Holmes, J.H., Holmes, W.C., Silverman, B.G., Kimmel, S.E., Potok, R., Johns, M., Weaver, R., Mosley, J. (2003). Using computerized interactive narratives (videogames) to overcome psychological barriers to seeking treatment: The HeartSense game. American Public Health Association, San Francisco, November.

Holmes, J.H., Holmes, W.C., Green, M.C., Silverman, B.G., Kimmel, S.E. (2003). Gender-based Differences and Similarities in Reaction to a Computerized Patient Behavioral Intervention. American Public Health Association, San Francisco, November.

Green, M.C., Garst, J., & Chung, S. (2003). Transportation into written, spoken, and filmed narratives. Annual meeting of the American Psychological Association, Toronto, August.

Green, M.C. (2003). Predicting trust in on-line relationships: Identity verification, similarity, and length of relationship. Conference on Computer-Supported Social Interaction, Oxford, OH, April.

Garst, J., Green, M.C., Brock, T.C., & Chung, S. (2003). The effect of cognitive load on persuasion via fact and fiction. Fourth annual meeting of the Society for Personality and Social Psychology, Los Angeles, February.

Green, M.C. (2002). Transportation into narrative worlds as a mechanism for narrative impact. International Society for the Empirical Study of Literature conference, Pecs, Hungary, August.

Green, M.C., Garst, J., & Brock, T.C. (2002). Power of fiction: Persuasion via imagination and narrative. Spring meeting of the Society for Consumer Psychology, New York, May.

Green, M.C., & Brock, T.C. (2002). Building social capital: How participation in real and virtual worlds affects civic capabilities, in symposium on "Social issues from an attitudes and social cognition perspective." Annual meeting of the Midwestern Psychological Association, Chicago, May.

Green, M.C. (2002). Perceptions of trust in Internet relationships. Computer-supported social interaction conference, Oxford, OH, April.

Green, M.C., Garst, J., & Brock, T.C. (2002). When and how fact and fiction have fungible effects. In symposium: Mechanisms of Narrative Impact (organized by Green, M.C., & Brock, T.C.) Third annual meeting of the Society for Personality and Social Psychology, Savannah, February.

Singer, J.A., King, L.A., Green, M.C., & Barr, S.C. (2002). Personal identity and civic responsibility: "Rising to the occasion" narratives and generativity. Third annual meeting of the Society for Personality and Social Psychology, Savannah, February.

Green, M.C., & Brock, T.C. (2001). Friends or chatterbots? Preferences for real versus ersatz (computerized) interaction partners. Annual meeting of the Midwestern Psychological Association, Chicago, May.

Green, M.C., & Krosnick, J.A. (2001). Experimental comparisons of the quality of data obtained from face-to-face and telephone surveys. American Association of Public Opinion Research Annual Conference, Montreal, May.

Evans, L.M., Green, M.C., & Petty, R.E. (2001). Is a comic worth a thousand words? The effect of message format on persuasion and processing. Annual meeting of the Midwestern Psychological Association, May.

Garst, J., Green, M.C., & Brock, T.C. (2000). Parity of truth and tale in persuasion: Equivalence of outcomes despite differences in underlying processes. International Communication Association conference, Acapulco, June.

Kristel IV, O.V., Green, M.C., & Brock, T.C. (2000). Increasing preferences for real versus ersatz social interaction: The effect of mortality salience. Annual meeting of the Midwestern Psychological Association, Chicago, May.

Mazzocco, P., Green, M.C., & Brock, T.C. (1999). Prior story abstracts, if relevant, increase the impact of a subsequent narrative. Annual meeting of the American Psychological Society, Denver, June.

Green, M.C., & Brock, T.C. (1999). Trust, social interaction, and social capital. Annual meeting of the Midwestern Political Science Association, Chicago, April.

Green, M.C., & Krosnick, J.A. (1999). Survey satisficing: Telephone interviewing increases non-differentiation and no-opinion responses. Annual meeting of the Midwestern Psychological Association, Chicago, May.

Reich, D.A., Green, M.C., Brock, T.C., & Tetlock, P.E. (1998). Evaluating research reports: Evidence for a "rational" leniency bias. Annual meeting of the American Psychological Society, Washington, DC, May.

Garst, J., Green, M.C., & Brock, T.C. (1998). Persuasion via factual versus fictional rhetoric. Annual meeting of the American Psychological Society, Washington, DC, May.

Green, M.C., Visser, P.S., & Tetlock, P.E. (1998). Accountability to conflicting constituencies results in increased use of avoidance tactics. Annual meeting of the Midwestern Psychological Association, Chicago, May.

Green, M.C., Brock, T.C., & Gangaram, N.N. (1998). Belief in subliminal persuasion: Thinking reduces believing. Annual meeting of the Midwestern Psychological Association, Chicago, May.

Green, M.C., & Brock, T.C. (1997). Processing narratives: Effects of prior stories and recipients' transportedness. Annual meeting of the American Psychological Association, Chicago, August.

Wheeler, S.C., Brock, T.C., & Green, M.C. (1997). Acceptance of false assertions embedded in fiction is increased by remoteness of setting and low cognitive effort. Annual meeting of the Midwestern Psychological Association, Chicago, May.

Green, M.C., & Brock, T.C. (1996). Mechanisms of narrative persuasion. XXVI International Congress of Psychology, Montreal, August.

Green, M.C., & Brock, T.C. (1996). The influence of prior story-bank on the processing of new narratives. Annual meeting of the American Psychological Society, San Francisco, July.

Green, M.C., & Brock, T.C. (1996). Swayed by a story: The effects of narratives on real-world beliefs. Annual meeting of the Midwestern Psychological Association, Chicago, May.

Brock, T.C., & Green, M.C. (1995). Mechanisms of narrative persuasion: Transportation and truth attribution. Joint meeting of the Society for Experimental Psychology/European Association for Social Psychology, Washington, D.C., September.

Green, M.C., & Brock, T.C. (1995). Transportation, truth attribution, and narrative persuasion. Annual meeting of the American Psychological Society, New York City, July.

Green, M.C., & Brock, T.C. (1995). Effects of narratives on beliefs: The role of recipients' transportedness. Annual meeting of the American Psychological Society, New York City, July.

## **RESEARCH INTERESTS**

Attitude change, narrative persuasion, political psychology, influence of technology/media on interpersonal relationships, evolutionary psychology.

## **TEACHING (COURSES TAUGHT)**

### University of North Carolina at Chapel Hill

Social Psychology

Political Psychology Graduate Seminar

First Year Seminar in Political Psychology

Independent Research/Honors Thesis Supervision

Attitude Change (scheduled for Fall 2007)

Topics in Attitudes Research (scheduled for Fall 2007)

### University of Pennsylvania

Social Psychology

Graduate Proseminar in Social Psychology

Political Psychology Seminar

Independent Research Supervision

Research Experience Seminar

Methods Proseminar: Guest Lectures in Survey Methods and Web-Based Research

### Ohio State University

Summer Institute in Political Psychology

Independent Research Experience

Experimental Social Psychology

Introduction to Social Psychology

## **TEACHING TRAINING**

College Teaching (Education Policy and Leadership 851)

Course on research and practice in college teaching and learning. (Spring 1999)

Ford Foundation Scholar Program (Eckerd College)

Honors program for future college teachers. Two-year program of hands-on teaching, seminars, working with mentors to develop teaching and research skills. (1992-1994)

## **GRADUATE ADVISING AND DISSERTATION COMMITTEES**

### University of North Carolina at Chapel Hill

Ed Burkley (Advisor, 2006 Ph.D.)

John Donahue (Advisor)

Gordon Campbell (2007 Ph.D.)

Taya Cohen

Seth Carter (2006 Ph.D.)

Eulena Jonsson

Jeffrey Kirchner (2005 Ph.D.)

Shevaun Stocker (2006 Ph.D.)

Scott Wolf

### University of Pennsylvania

John Paul Jameson

Robert Leeman (2005 Ph.D.)

Sophia Moskalenko (2004 Ph.D.)

Rachel Simmons (Chair)

Yue (Jen) Shang

Jason Weeden (2003 Ph.D.)

## **UNDERGRADUATE ADVISING (SELECTED)**

### University of North Carolina at Chapel Hill

Tracy Singer, Andrew Clapper, Independent Research/Psyc 395 (2007)

Natalie Hammel, Rebecca Williams, Independent Research/Psyc 395 (2006)

Sarah Crittenden, Honors Thesis (2005- 2006)

Robert Richwine, Avani Patel, Independent Research/Psyc 98 (2006)

Felice Reddy, Honors Thesis Committee Member (2006)

### University of Pennsylvania

Beth Pollack, Benjamin Franklin Scholar Summer Research (2005)

Tiffany Sun, Independent Research (2005)

Julie Garson, Senior Thesis (2005)

Amelia Aldao, Honors Project (2004-2005, co-advised with Paul Rozin)

Elena Aramov, winner of Psychology Department Vitales Award for Best Undergraduate Paper (2004-2005, co-advised with John Sabini)

David Bodimer, Senior Thesis (2004)

Lauren Cohen, winner of College Alumni Society Research Grant (2002-2003)

Amie Florman, Erin Rickard, Tamara Mackay, Independent Research (2001)

## **PROFESSIONAL SOCIETIES**

Association for Psychological Science  
International Communication Association  
International Society for the Empirical Study of Literature (IGEL)  
International Society for Political Psychology  
Society of Experimental Social Psychology  
Society of Personality and Social Psychology (APA Division Eight)  
Society for the Psychological Study of Social Issues (APA Division Nine)  
Society for Consumer Psychology

## **PROFESSIONAL ACTIVITIES**

Editorial Review Board member, *Media Psychology*, 2005-2008

Executive Board member, International Society for the Empirical Study of Literature (IGEL), 2004-2008  
IGEL conference committee, 2005-2006

National Cancer Institute Working Group on Narratives in Cancer Communication, 2005

Co-organizer, Preconference on Positive Psychology, 2002, Savannah, GA.

Ad-hoc Reviewer for *Journal of Personality and Social Psychology (Attitudes and Social Cognition, Personality Processes and Individual Differences)*, *Personality and Social Psychology Bulletin*, *Journal of Experimental Social Psychology*, *Political Psychology*, *Journal of Consumer Psychology*, *American Journal of Political Science*, *Political Behavior*, *Public Opinion Quarterly*, *Journal of Official Statistics*, *Discourse Processes*, *Basic and Applied Social Psychology*, *Psychological Science*, *International Journal of Aging and Human Development*, *Journal of Economic Psychology*, *Media Psychology*, *Public Understanding of Science*, *Journal of Communication*, *Memory and Cognition*, *Organizational Behavior and Human Decision Processes*, *Comparative Political Studies*, *Communication Theory*, *Emotion*, *Perspectives on Psychological Science*, *Personal Relationships*, *Communication Monographs*, *Zeitschrift fuer Medienpsychologie*, *Psychonomic Bulletin and Review*, *Health Psychology*, *British Journal of Social Psychology*

Grant Reviewer, National Science Foundation

Grant Reviewer, US-Israel Binational Science Foundation

Grant Reviewer, Social Science and Humanities Research Council of Canada

Grant Reviewer, Katholieke Universiteit Leuven Research Council

Proposal Reviewer, Time-Sharing Experiments in the Social Sciences

Book Proposal Reviewer, Lawrence Erlbaum Associates

Textbook Chapter Reviewer, John Wiley & Sons, Inc.

Book Proposal Reviewer, American Psychological Association

Reviewer, Cognitive Science Society conference (CogSci 2007)

Reviewer, Society for Consumer Psychology Dissertation Award

## **MEDIA REPORTS**

Krakovsky, M. (2006, December). Novel delights, pp. 51-52. *Psychology Today*. [Psychological effects of reading narratives.]

Jackson, B.J. (2006, November). '90s nostalgia. *NYU Livewire*. [Individuals forming connections with television characters.]

Kong, J. (2006, November). Online activism. *Carolina Connection* radio broadcast. [Effect of Internet on political involvement.]

Klein, R. (2006). Psychology of Instant Messenger Use (Video Presentation). Wadsworth Publishing. [Video discussion and re-enactment of Green et al. 2005 for DVD distribution with Baumeister & Bushman social psychology textbook.]

Conniff, R. (2005). "Are you happy? What modern science can teach you about turning that frown upside down." *Men's Health*. [Heavy Instant Messenger users show lower life satisfaction.]

Melamed, S. (2001). "Terrorists strike, America responds." *The Daily Pennsylvanian*, September 24. [Psychology of response to 9/11 attacks.]

## **DEPARTMENT/UNIVERSITY SERVICE**

### University of North Carolina, Chapel Hill

Chair's Advisory Committee (Alternate Member, serving Fall 2006)

Planning Committee, Graduate Certificate in Health Communication, 2005-present

Participant, Tar Heel Bus Tour, 2006

Project Uplift speaker, 2006

Psychology Club Pizza with a Prof guest speaker, 2006

Graduate School Information session speaker, 2005

Psychology Club Research Opportunities session speaker, 2005

### University of Pennsylvania

Planning Committee, Masters in Positive Psychology, 2004-2005

University Council Committee on Bookstores, 2004-2005

Psychology Department Subject Pool Coordinator, 2001-2005

Psychology Undergraduate Program (Curriculum) Review Committee, 2001-2005

Created and maintained Social and Cultural Psychology Area website, 2001-2005

Graduate School Information session speaker, 2002

Colloquium Committee Co-Chair, 2000-2001

Department Chair's Advisory Committee, 2001-2002

Penn Previews panelist, 2003

Working Group on Human Subjects in the Social and Behavioral Sciences, 2001-2002

Faculty Discussion Leader, Reading Project on Ethnopolitical Conflict, Fall 2000

### Ohio State University

Social Psychology Colloquium Series Chair, 1998-1999

Social Psychology Graduate Student Recruiting Committee Chair, 1998

Academic Development Coordinator, 1997-1998

Social Psychology Graduate Student Recruiting Committee, 1997  
Colloquium Publicity Chair, 1995-1997  
Colloquium Reception Coordinator, 1994-1995  
Social Area Graduate Student Handbook co-author, 1994-1995