

# Curriculum Vitae

## CHRIS LOERSCH

### *University Address:*

University of Colorado, Boulder  
Department of Psychology and Neuroscience  
E328-B Muenzinger Hall  
Boulder, CO 80309-0345

### *Contact Information:*

Phone: 614-329-0442  
E-mail: [chris.loersch@colorado.edu](mailto:chris.loersch@colorado.edu)

### Education:

#### Ph.D.:

Psychology, Ohio State University, Columbus, Ohio  
*Date:* June 2009  
*Major area:* Social Psychology  
*Minor areas:* Neuroscience & Quantitative Psychology  
*Advisor:* Richard E. Petty  
*Dissertation committee:* Russell H. Fazio, Kentaro Fujita, & Richard E. Petty

#### M.A.:

Psychology, Ohio State University, Columbus, Ohio  
*Date:* June 2004  
*Major area:* Social Psychology  
*Advisor:* B. Keith Payne  
*Thesis committee:* Marilyn B. Brewer, Russell H. Fazio, & B. Keith Payne

#### B.S. (*Summa Cum Laude*):

Psychology, Kansas State University, Manhattan, Kansas  
*Date:* May 2002  
*Minors:* Biology & Computer Science  
*Advisor:* Stephen W. Kiefer

### Positions:

2012 – Present: Senior Research Associate, University of Colorado  
2011 – 2012: Research Associate (Post-Doctoral Research Faculty), University of Colorado  
2009 – 2011: NIAAA Post-Doctoral Fellow, University of Missouri

Research Interests:

I am interested in the cognitive processes that influence social judgment, behavior, and motivation outside of conscious awareness. My work investigates these effects from two complementary perspectives. The first examines the basic cognitive mechanisms that underlie nonconscious processes. Conceptually, this approach is summarized by the Situated Inference Model (Loersch & Payne, 2011, 2014). This theory provides a novel mechanism for understanding both how and when accessible information will exert an influence on judgment, behavior, and motivation and is supported by a number of research lines testing its various predictions. My second area of work is focused on understanding the overarching social influences that have shaped these nonconscious processes. This research examines the various ways that belonging to social groups influences behavior outside of conscious awareness and includes work examining how social forces affect our responses to music and alcohol advertising. I also examine the impact of alcohol consumption on the mental processes that produce the above effects and the neural underpinnings of these processes as measured by event-related brain potentials.

Grants (Funded):

National Institutes of Health, Loan Repayment Program, *Ingroup Associated Advertising: Motivated Attention as a Mechanism for the Effect of Alcohol Advertising on Youth Drinking*, 2013 – 2015.

National Institute on Alcohol Abuse and Alcoholism, Co-Investigator (R01 AA020970 - \$1,355,430; P.I. - Bartholow, B.D.), *Motivated Attention as a Mechanism for the Effect of Alcohol Advertising on Youth Drinking*, 2012 – 2016.

National Institute on Alcohol Abuse and Alcoholism, Post-doctoral Fellowship (T32 AA013526), *Psychology of Alcohol Use and Dependence Training, Institutional Training Grant - University of Missouri*, 2009 – 2011.

National Science Foundation, Graduate Research Fellowship, *Nonconscious Goal Pursuit and Mimicry*, 2004 – 2007.

National Institute of Mental Health, Pre-doctoral Fellowship (T32 MH019728), *Training Program in Social Psychology, Institutional Training Grant - Ohio State University*, 2003 – 2004.

Grants (Under Review):

National Institute on Alcohol Abuse and Alcoholism, Primary Investigator (R01 AA024111-01), *Understanding the Cognitive Mechanisms of Alcohol Induced Behavioral Dysregulation*.

Publications (Peer Reviewed): (\* see media section for press coverage)

Loersch, C., Bartholow, B. D., Manning, M., Calanchini, J., & Sherman, J. W. (in press). Intoxicated prejudice: The impact of alcohol consumption on implicitly and explicitly measured racial attitudes. *Group Processes and Intergroup Relations*. doi:10.1177/1368430214561693

Cooley, E., Payne, B. K., Loersch, C., Lei, R. (2015). Who owns implicit attitudes? Testing a meta-cognitive perspective. *Personality and Social Psychology Bulletin*, 41(1), 103-115. doi:10.1177/0146167214559712

Ito, T. A., Friedman, N. P., Bartholow, B. D., Correll, J., Loersch, C., Altamirano, L., Miyake, A., (2015). Toward a comprehensive understanding of executive cognitive function in implicit racial bias. *Journal of Personality and Social Psychology*, 108(2), 187-218. doi:10.1037/a0038557

Loersch, C. & Payne, B. K. (2014). Situated inferences and the what, who, and where of priming. *Social Cognition*, 32(*Understanding Priming Effects in Social Psychology*), 137-151. doi:10.1521/soco.2014.32.suppl.137

*Reprinted as:* Loersch, C. & Payne, B. K. (2014). Situated inferences and the what, who, and where of priming. In D. C. Molden (Ed.), *Understanding Priming Effects in Social Psychology* (pp. 142 - 156). New York, NY: The Guilford Press. ISBN:978-1462519293

\*Loersch, C., & Arbuckle, N. L. (2013). Unraveling the mystery of music: Music as an evolved group process. *Journal of Personality and Social Psychology*, 105(5), 777-789. doi:10.1037/a0033691

***SPPS Editor-Recommended Article (November 2013)***

Loersch, C., Durso, G. R. O., & Petty, R. E. (2013). Vicissitudes of desire: A matching mechanism for subliminal persuasion. *Social Psychological and Personality Science*, 4(5), 624-631. doi:10.1177/1948550612471975

DeMarree, K. G., Loersch, C., Briñol, P., Petty, R. E., Payne, B. K., & Rucker, D. D. (2012). From primed construct to motivated behavior: Validation processes in goal pursuit. *Personality and Social Psychology Bulletin*, 38(12), 1659–1670. doi:10.1177/0146167212458328

\*Loersch, C., & Payne, B. K. (2012). On mental contamination: The role of (mis)attribution in behavior priming. *Social Cognition*, 30, 241-252. doi:10.1521/soco.2012.30.2.241

\*Loersch, C. & Bartholow, B. D. (2011). The color of safety: Ingroup associated colors make beer safer, *Journal of Experimental Social Psychology*, 47, 190-194. doi:10.1016/j.jesp.2010.09.001

Loersch, C., McCaslin, M. J., & Petty, R. E. (2011). Exploring the impact of social judgeability concerns on the interplay of associative and deliberative attitude processes. *Journal of Experimental Social Psychology, 47*, 1029-1032. doi:10.1016/j.jesp.2011.03.024

***International Social Cognition Network – Best Social Cognition Paper (2011)***

Loersch, C., & Payne, B. K. (2011). The Situated Inference Model of Priming: An integrative account of the effects of primes on perception, behavior, and motivation. *Perspectives on Psychological Science, 6*, 234-252. doi:10.1177/1745691611406921

DeMarree, K. G., & Loersch, C. (2009). Who am I and who are you? Priming and the influence of self versus other focused attention. *Journal of Experimental Social Psychology, 45*, 440-443. doi:10.1016/j.jesp.2008.10.009

Loersch, C., Aarts, H., Payne, B. K., & Jefferis, V. E. (2008). The influence of social groups on goal contagion. *Journal of Experimental Social Psychology, 44*, 1555-1558. doi:10.1016/j.jesp.2008.07.009

Publications (Non-Peer Reviewed):

Payne, B. K., & Loersch, C. (2014). Behavior priming as memory misattribution. In D. S. Lindsay, C. M. Kelley, A. P. Yonelinas, & H. L. Roedigger, III (Eds.), *Remembering: Attributions, Processes, and Control in Human Memory* (pp. 336-346). New York, NY: Psychology Press. ISBN:978-1848725546

Jones, C. R. M., & Loersch, C. (2010). Toward a psychological construct of enmity. In C. T. Lockhardt (Ed.), *The Psychology of Hate* (pp. 35-57). Hauppauge, NY: Nova Publishing. ISBN:978-1613246818

Petty, R. E., Briñol, P., Loersch, C., & McCaslin, M. J. (2009). The need for cognition. In M. R. Leary & R. H. Hoyle (Eds.), *Handbook of Individual Differences in Social Behavior* (pp. 318-329). New York, NY: Guilford Press. ISBN:978-1593856472

Loersch, C., Kopp, B., & Petty, R. E. (2007). Attitude change. In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of Social Psychology* (Vol. 1, pp. 61-65). Thousand Oaks, CA: Sage Publications. ISBN:978-1412916707

Manuscripts:

Payne, B. K., Brown-Iannuzzi, J. L., & Loersch, C. (under review, invited revision). *Replicable effects of primes on human behavior*. Invited Revision, Psychological Science.

Loersch, C. & Arbuckle, N. L. (in prep). *Musical reactivity: Assessing individual differences in the emotional response to music*. Manuscript in preparation.

Loersch, C., Ito, T. A., Bartholow, B. D., & Volpert, H. (in prep). *On the dangerous power of the ingroup: Neural responses to ingroup-associated alcohol and problem drinking behavior*. Manuscript in preparation.

Invited Talks:

- Loersch, C. (2014, December). *The Situated Inference Model of Priming: An integrative account of the effects of primes on judgment, behavior, and motivation*. Invited talk, University of Illinois at Urbana-Champaign, Champaign, IL.
- Loersch, C. (2014, January). *The Situated Inference Model of Priming: An integrative account of the effects of primes on judgment, behavior, and motivation*. Invited talk, Stanford University, Palo Alto, CA.
- Loersch, C. (2014, January). *Understanding the emotional response to music: Music as an evolved group process*. Invited talk, Stanford University, Palo Alto, CA.
- Loersch, C. & Payne, B. K. (2013, January). *The Situated Inference Model of Priming: An integrative account of the effects of primes on perception, behavior, and motivation*. Invited talk, Social Cognition Pre-Conference, Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.
- Loersch, C. (2011, October). *On being social: Group processes in the formation of alcohol-related attitudes and human musicality*. Invited talk, Group for Attitudes and Persuasion, Ohio State University, Columbus, OH.
- Loersch, C. (2009, June). *The Attributional Model Of Priming: Theory and supporting evidence*. Invited talk, University of Missouri, Columbia, MO.
- Loersch, C. (2009, February). *The Attributional Model Of Priming: Theory and supporting evidence*. Invited talk, Texas A&M University – Commerce, Commerce, TX.
- Loersch, C. (2005, May). *An attributional account of nonconscious goal activation*. Invited talk, Utrecht University, Utrecht, Netherlands.

Conference Presentations:

- Loersch, C., & Payne, B. K. (2014, October). *Making sense of moderation with theory – The Situated Inference Model of Priming*. Talk given at the Society for Experimental Social Psychology Annual Meeting, Columbus, OH.
- Loersch, C., Ito, T. A., & Bartholow, B. D. (2014, May). *Ingroup associated product marketing: The case of alcohol advertising*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.

- Loersch, C., Ito, T. A., & Bartholow, B. D. (2014, April). *On the neural processes instantiated by ingroup-associated product marketing: The case of alcohol advertising*. Poster presented at the Social and Affective Neuroscience Society Annual Meeting, Denver, CO.
- Loersch, C., & Arbuckle, N. L. (2014, February). *Understanding the obligatory emotional response to music: Music as an evolved group process*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Austin, TX.
- Loersch, C., & Arbuckle, N. L. (2013, May). *Unraveling the mystery of music: Music as an evolved group process*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Loersch, C., Bartholow, B. D., Manning, M., Calanchini, J., & Sherman, J. W. (2013, January). *Intoxicated prejudice: The influence of alcohol consumption on implicit and explicit measures of race bias*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.
- Loersch, C. & Payne, B. K. (2013, January). *The Situated Inference Model of Priming: An integrative account of the effects of primes on perception, behavior, and motivation*. Talk given at the Social Cognition Pre-Conference, Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.
- Loersch, C., & Payne, B. K. (2011, May). *On mental contamination: The role of (mis)attribution in behavior priming*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Loersch, C. & Bartholow, B. D. (2011, January). *The color of safety: Ingroup associated colors make beer safer*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, San Antonio, TX.
- Loersch, C. & Bartholow, B. D. (2010, June). *Safe beer: Ingroup associated colors as a safety cue*. Poster presented at the Research Society on Alcoholism Annual Meeting, San Antonio, TX.
- Loersch, C., & Petty, R. E. (2010, April). *Vicissitudes of desire: The variable effects of subliminal primes on object desirability*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- McCaslin, M. J., Loersch, C., & Petty, R. E. (2010, February). *Attitude dissociation? The interplay of associative and deliberative attitude processes*. Paper presented at the Society for Consumer Psychology Annual Winter Meeting, St. Pete Beach, FL.

- Loersch, C., & Payne, B. K. (2010, January). *The Situated Inference Model of Priming: How a single prime can alter perception, goals, and behavior*. Talk given at the Society for Personality and Social Psychology Annual Meeting, Las Vegas, NV.
- McCaslin, M. J., Loersch, C., & Petty, R. E. (2010, January). *Attitude dissociation? The interplay of associative and deliberative attitude processes*. Talk given at the Society for Personality and Social Psychology Annual Meeting, Las Vegas, NV.
- McCaslin, M. J., Loersch, C., & Petty, R. E. (2010, January). *Understanding implicit and explicit attitudes: Exploring the dual-systems perspective (Speakers: Gregg, McCaslin, Ranganath, & Rydell)*. Symposium organized for Society for Personality and Social Psychology Annual Meeting, Las Vegas, NV.
- Loersch, C., & Petty, R. E. (2009, July). *Vicissitudes of desire: The variable effects of subliminal primes on product desirability*. Talk given at the Small Attitudes Conference, West Lafayette, IN.
- Loersch, C., & Payne, B. K. (2009, May). *The role of thought diagnosticity in behavior priming*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Loersch, C., & Payne, B. K. (2009, February). *The role of thought diagnosticity in behavior priming*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Tampa, FL.
- DeMarree, K. G., & Loersch, C. (2008, May). *Misattribution to the self as a mechanism of prime-to-behavior effects*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Loersch, C., Aarts, H., Payne, B. K., & Jefferis, V. E. (2008, May). *Ecologically valid priming: On goal contagion and its pervasiveness*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- McCaslin, M. J., Loersch, C., & Petty, R. E. (2008, May). *Attitude dissociation: The interplay of associative and deliberative attitude processes*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.
- Loersch, C., Payne, B. K., & Jefferis, V. E. (2008, February). *The role of subjective ease in the production of motivated behavior*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Albuquerque, NM.
- Jefferis, V. E., Loersch, C., & Fazio, R. H. (2007, January). *Toward (and away from) the unknown: Evaluative conditioning of subliminally presented novel stimuli via motor behavior*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Memphis, TN.

Loersch, C., Jefferis, V. E., & Payne, B. K. (2007, January). *What have I done? The influence of priming on the recall of past behavior*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Memphis, TN.

McCaslin, M. J., Loersch, C., & Petty, R. E. (2007, January). *Attitude dissociation? The interplay of associative and deliberative attitude processes*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Memphis, TN.

Loersch, C., Jefferis, V. E., & Payne, B. K. (2006, May). *Subjective experience and nonconscious goal activation*. Talk given at the Midwestern Psychological Association Annual Meeting, Chicago, IL.

Loersch, C., Jefferis, V. E., & Payne, B. K. (2005, January). *Goal contagion and its affective consequences*. Poster presented at the Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.

Ferraro, F. M., Loersch, C., Hickel, B., Stewman, S., & Kiefer, S. W. (2001, November). *Chronic naltrexone administration does not alter male rat sexual motivation and performance*. Poster presented at the Society for Neuroscience Annual Meeting, San Diego, CA.

#### Teaching Experience:

Current Theories in Social Psychology (with Bernadette Park) – University of Colorado, 2014  
Introduction to Social Psychology – Ohio State University, 2007, 2009  
General Psychology (Recitation Section) – Kansas State University, 2001

#### Other Teaching Interests:

##### *Undergraduate Courses:*

Introduction to Social Psychology  
Research Methods

##### *Advanced Undergraduate Courses & Graduate Seminars:*

Attitudes & Persuasion  
Automaticity  
Historical Trends in Social Psychology  
Social Cognition  
Social Identity & Group Processes

#### Honors Thesis Advising:

Qingxin “Cece” Zhang (2014; Magna Cum Laude), *Music and Belonging*, University of Colorado.



Anna Gitarts (2013; Summa Cum Laude), *Response Window Length in the Weapon Identification Task: How Executive Function Ability Modulates Implicit Racial Bias*, University of Colorado.

Therese Fialko (2009), *The Role of Source Trust in Priming*, Ohio State University.

Service:

Co-Organizer, Alcohol and Addictions Seminar, University of Missouri, 2010  
President, Social Cognition Research Group, Ohio State University, 2007 – 2009  
President, Social Behavior Interest Group, Ohio State University, 2007 – 2008  
Webmaster, Social Cognition Research Group, Ohio State University, 2005 – 2009  
Colloquium Chair Assistant, Dept. of Psychology, Ohio State University, 2007  
Colloquium Series Audio-Visual Technician, Dept. of Psychology, Ohio State University, 2004  
New Student Orientation Committee, Dept. of Psychology, Ohio State University, 2003  
Thomas M. Ostrom Athenaeum Assistant, Dept. of Psychology, Ohio State University, 2002

*Ad hoc manuscript reviewing:*

Basic and Applied Social Psychology  
British Journal of Social Psychology  
Group Processes and Intergroup Relations  
Interaction Studies  
Journal of Applied Social Psychology  
Journal of Experimental Psychology: General  
Journal of Experimental Social Psychology  
Journal of Neuroscience, Psychology, and Economics  
Journal of Personality  
Journal of Personality and Social Psychology (*Attitudes and Social Cognition*)  
Motivation and Emotion  
Organizational Behavior and Human Decision Processes  
Personality and Social Psychology Bulletin  
Psychological Science  
Social Cognition  
Social Influence  
Social Psychology

*Ad hoc grant reviewing:*

John Templeton Foundation  
National Science Foundation

Honors and Awards:

NIH Loan Repayment Program Award, 2013 – 2015  
ISCON Best Social Cognition Paper Award - *Loersch & Payne (2011)*, 2012  
ERP Boot Camp Attendee, University of California - Davis, 2011  
NIAAA Post-Doctoral Fellowship (T32 training grant), University of Missouri, 2009 – 2011  
Council of Graduate Students Ray Travel Award, Ohio State University, 2008, 2009  
NSF Visiting Scholar, Utrecht University, Netherlands, 2005  
NSF Graduate Research Fellowship, 2004 – 2007  
NIMH Pre-Doctoral Fellowship (T32 training grant), Ohio State University, 2003  
Dean's Graduate Enrichment Fellowship, Ohio State University, 2002, 2008  
Summa Cum Laude (4.0 GPA), Kansas State University, 2002  
Psychology Department's Top Graduating Senior, Kansas State University, 2002  
Division of Biology's Most Promising Student Award Nominee, Kansas State University, 2001  
USAA National Collegiate Minority Leadership Awards Winner, 2001  
Memorial Scholarship Winner, Kansas State University, 1999, 2000, 2001  
June Hull Sherrid Scholarship Winner, Kansas State University, 2000  
Phi Kappa Phi National Honor Society Appointee, 2000  
Psi Chi National Honor Society Appointee, 2000  
USAA National Collegiate Engineering Awards Winner, 1999  
National Dean's List Honoree, 1999

Media Coverage:

Loersch & Arbuckle (2013) – *Unraveling the mystery of music: Music as an evolved group process*. National Geographic Daily News, National Geographic Society, Washington, DC; Pacific Standard Magazine, Santa Barbara, CA; Komsomolskaya Pravda, USA; The European Union Times

Loersch & Payne (2012) – *On mental contamination: The role of (mis)attribution in behavior priming*. Science News Magazine (Volume 181, Number 10), *The Hot and Cold of Priming*

Loersch & Bartholow (2011) – *The color of safety: Ingroup associated colors make beer safer*. The Chronicle of Higher Education, Washington D.C.; The Riverfront Times, St. Louis, MO; The Columbia Daily Tribune, Columbia, MO; Demodirt.com, New York, NY; KRCG – CBS Channel 13, Columbia, MO; KCSN 88.5 FM, Northridge, CA

Professional Affiliations:

Association for Psychological Science (2009)  
Midwestern Psychological Association (2003)  
Research Society on Alcoholism (2009)  
Social and Affective Neuroscience Society (2014)  
Society of Personality and Social Psychology (2003)

References:

*Ohio State University:*

Richard E. Petty (*Graduate Advisor*)  
Department of Psychology  
Ohio State University  
1827 Neil Avenue  
Columbus, OH 43210  
614-292-3038  
[petty.1@osu.edu](mailto:petty.1@osu.edu)

Russell H. Fazio  
Department of Psychology  
Ohio State University  
1827 Neil Avenue  
Columbus, Ohio 43210  
614-688-5408  
[fazio.11@osu.edu](mailto:fazio.11@osu.edu)

*University of North Carolina:*

B. Keith Payne (*Graduate Advisor*)  
Department of Psychology  
University of North Carolina  
CB# 3270 Davie Hall  
Chapel Hill, NC 27599  
919-962-2055  
[payne@unc.edu](mailto:payne@unc.edu)

*University of Missouri:*

Bruce D. Bartholow (*Post-Doctoral Mentor*)  
Department of Psychological Sciences  
University of Missouri  
210 McAlester Hall  
Columbia, MO 65211  
573-882-1805  
[bartholowb@missouri.edu](mailto:bartholowb@missouri.edu)

Laura A. King  
Department of Psychological Sciences  
University of Missouri  
210 McAlester Hall  
Columbia, MO 65211  
573-882-6389  
[kingla@missouri.edu](mailto:kingla@missouri.edu)

*University of Colorado:*

Tiffany A. Ito (*Post-Doctoral Mentor*)  
Department of Psychology & Neuroscience  
University of Colorado  
345 UCB  
Boulder, CO 80309-0345  
303-492-5879  
[tiffany.ito@colorado.edu](mailto:tiffany.ito@colorado.edu)