Emphasis:
- Theory-based approaches to social issues, especially prejudice, inequality, health.
- Multiple theoretical perspectives, multiple methods, and multiple levels of analysis (individual, dyad, group, intergroup, culture, society, international, ecology).

Faculty:
- Reuben M. Baron (Emeritus)
- Hart Blanton
- Mary Crawford (Emeritus)
- Jeffrey D. Fisher
- Meg Gerrard
- Frederick X. Gibbons
- Blair T. Johnson
- Seth C. Kalichman
- David A. Kenny (Emeritus)
- Colin Wayne Leach (Program Head)
- Kerry L. Marsh
- Felicia Pratto
- Diane M. Quinn
- Nairán Ramírez-Esparza

Notables:
- Social Psychology faculty ranked 11th in citation impact nationally (Nosek et al., 2010).
- Students funded by NSF, NIH, Farber, University fellowships and NIH training grant.
- Less than 2:1 student-faculty ratio in doctoral program.
- Department of Psychology consistently ranked in top 10 in federal grant funding.
- Psychology doctoral program ranked in top 30 public research universities (NRC, 2010).
- University of Connecticut ranked in top 20 national public universities (US News).
**Hart Blanton** ([hart.blanton@uconn.edu](mailto:hart.blanton@uconn.edu)): interests include social influence and social communication, including marketing, health communication, and peer influence. Dr. Blanton is also interested in social comparison and categorization. Another focus is research methodology including attitude measurement, implicit psychometrics, and ethics in science and communication.

**Jeffrey D. Fisher** ([jeffrey.fisher@uconn.edu](mailto:jeffrey.fisher@uconn.edu)): interests encompass health psychology, and more specifically promoting health behavior, especially HIV risk behavior change. In addition, his research on prosocial behavior has been on recipient reactions to aid. In environmental psychology, research on personal space, crowding, and nonverbal behavior. Another focus includes people's reactions to change in others.

**Meg Gerrard** ([@uconn.edu](mailto:@uconn.edu)): Interests include the application of social psychology theories and methods to the study of health risk and prevention behaviors, especially those related to cancer. Other interests include the impact of social, environmental, and familial factors, and genetic variation on developmental trajectories of risk and prevention behaviors during adolescence and young adulthood.

**Frederick X. Gibbons** ([@uconn.edu](mailto:@uconn.edu)) applies social psychology to the study of health (e.g., substance use, risky sex, cancer-risk behavior), with a particular focus on the effects of racial prejudice. Other interests include health decision-making among adolescents and young adults (from a dual-processing perspective), long-term health effects of interpersonal stress during adolescence, and the effects of gene by environment interactions on health.

**Blair T. Johnson** ([Blair.T.Johnson@uconn.edu](mailto:Blair.T.Johnson@uconn.edu)): research centers on social influence: How one person might—or might not—change another person. More specifically, these interests center on the nature of attitudes, applying theoretical principles about attitudes and behavior to HIV prevention, the history of social psychology, and in developing scholarly tools for research synthesis of empirical studies (i.e., meta-analysis).

**Seth C. Kalichman** ([seth.k@uconn.edu](mailto:seth.k@uconn.edu)) focuses on health psychology, particularly psychological issues of chronic illness. He currently devotes all of his research time to behavioral and social aspects of AIDS. His research includes studies of theoretical predictors of HIV-AID risk behavior, interventions to prevent the spread of HIV, coping among people living with HIV/AIDS, and improving HIV-AIDS treatment adherence.

**Colin Wayne Leach** ([colin.leach@uconn.edu](mailto:colin.leach@uconn.edu)) examines the emotional experience of the social comparisons involved in individual and group status, especially pride, guilt/shame, anger, envy and schadenfreude. He is also interested in morality, self-representation, and self-evaluation. In addition, he studies group identity and inter-group relations in the U.S. as well as throughout Western Europe and Australia.

**Kerry L. Marsh** ([Kerry.L.Marsh@uconn.edu](mailto:Kerry.L.Marsh@uconn.edu)) studies motivational and affective processes in persuasion (attitude functions; implicit attitudes and HIV risk); social affordances and interpersonal synchrony; motivational influences on social cognition, action, and outcomes; meta-analysis of socio-behavioral HIV interventions; individual differences in control needs.

**Felicia Pratto** ([Felicia.Pratto@uconn.edu](mailto:Felicia.Pratto@uconn.edu)): central research interests are prejudice and intergroup relations. She has studied sex stereotyping, automatic evaluation and preconscious processing, the relationship between political attitudes and group prejudices, gender differences in political roles and social attitudes, and attention biases toward negative information. She is co-author of the book *Social Dominance*.

**Diane M. Quinn** ([Diane.Quinn@uconn.edu](mailto:Diane.Quinn@uconn.edu)) focuses on the experiences of members of stigmatized groups, self-related cognitions, behavior, and affect. She has examined how identity related constructs determine psychological and health related outcomes for people with concealable stigmatized identities. She has focused on issues related to gender stereotypes, self-objectification, and the stigma of overweight.

**Nairán Ramírez-Esparza** ([nairan.ramirez@uconn.edu](mailto:nairan.ramirez@uconn.edu)) focuses on the intersection of culture, language, and personality, drawing on a variety of methods, analyses, and theoretical approaches. She uses bilingual/cultural designs, qualitative/quantitative designs, recording devices to capture everyday behaviors, and text analytic tools to complement self-report strategies. She is also interested in answering applied questions about well-being and language development in monolingual and bilingual families.