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PROFESSIONAL APPOINTMENTS

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|----------------------|---|
| Since April 2007 | Assistant Professor
Department of Psychology
University of Würzburg, Germany |
| Since September 2009 | Assistant Professor (part-time)
Department of Psychology
University of Amsterdam, The Netherlands |
| 2004-2007 | Lecturer and Research Scientist
Department of Psychology
University of Landau, Germany |
| 2001-2003 | Research Assistant
Department of Psychology
University of Trier, Germany |
| 2000-2001 | Teaching Assistant
Department of Psychology
University of Iowa, USA |
| 1998-2000 | Research Assistant
Department of Psychology
University of Trier, Germany |

EDUCATION

- | | |
|------|---|
| 2006 | Doctor of Philosophy (Ph.D., summa cum laude),
Psychology, University of Koblenz-Landau, Germany |
| 2005 | Magister Artium (M.A.) in Sociology
University of Trier, Germany |
| 2003 | Diploma in Psychology (Dipl.-Psych.)
University of Trier, Germany |

DECLINED POSITIONS

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|------|---|
| 2007 | Assistant Professor Personality and Social Psychology
Department of Psychology
York University, Toronto, Canada |
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GRANTS AND FELLOWSHIPS

Research Exchange Grant, Utrecht University
German Academic Exchange Service, 2009

Research Grant: “Facets of Impulse Control”, German Science Foundation (DFG), 2009-2011

Research Grant: “Meta-Analysis of Evaluative Conditioning Effects”, Universitätsbund Würzburg, 2008

Conference Travel Grant, German Science Foundation, 2007

Seedcorn Grant from the European Association of Social Psychology, 2007

Conference Travel Grant, Anniversary Foundation (Jubiläumsstiftung) of the University of Würzburg, 2007

Research Exchange Grant, Harvard University
German Academic Exchange Service, 2006

Doctoral Fellowship, German National Academic Foundation, 2004

Research Exchange Grant, University of Padova, Italy
German Academic Exchange Service, 2004

Research Grant, Körber Foundation, 2004

Grant from German Society of Psychology
Workshop Structural Equation Modelling (K. G. Jöreskog), 2001

Fulbright Travel Grant, 2000-2001

Study Abroad Grant, University of Iowa, USA
International Student Exchange Program (ISEP), 2000-2001

HONORS AND AWARDS

William Stern Award 2009 of the Personality Psychology Division of the German Psychological Society

Best Dissertation Award 2007, University of Landau, Germany

Best Paper Award from the German Association of Media Psychology, 2007

SPSP Graduate Student Travel Award 2007

Wiley Award 2005 for best publication on Masters or Ph.D level in the European Journal of Personality

Best Degree in Sociology 2005, University of Trier

German Students Award 2003 (1st price), Körber-Foundation

MAIN RESEARCH INTERESTS

My main research interests concern the interplay of automatic/impulsive and controlled/reflective processes on the self-regulation of behavior. Specifically, I am interested in understanding when and why impulsive versus reflective precursors influence self-regulatory behavior such as eating, drinking, and consumer choice behavior, anger expression, or interracial interaction. Recently, I investigated the role of individual differences in executive functioning, as well as situational influences such as ego depletion and alcohol in shifting the relative weight of impulsive versus reflective influences on behavior. Furthermore, I am conducting research on the correspondence between implicit and explicit mental representations and on evaluative conditioning.

JOURNAL ARTICLES

- Hofmann, W., De Houwer, J., Perugini, M., Baeyens, F., & Crombez, G. (in press). Evaluative conditioning in humans: A meta-analysis. *Psychological Bulletin*.
- Friese, M., Bargas-Avila, J., Hofmann, W., & Wiers, R. W. (in press). Here's looking at you, Bud: Alcohol-related memory structures predict eye movements for social drinkers with low executive control. *Social and Personality Psychology Science*.
- Hofmann, W., Deutsch, R., Banaji, M. R., & Lancaster, K. (in press). Cooling the heat of temptation: Mental self-control strategies and implicit attitude change. *European Journal of Social Psychology*.
- Hofmann, W., & Baumert, A. (in press). Immediate affect as a basis for moral judgment: An adaptation of the affect misattribution procedure. *Cognition and Emotion*.
- Hofmann, W., Friese, M., & Roefs, A. (2009). Three ways to resist temptation: The independent contributions of executive attention, inhibitory control, and affect regulation on the impulse control of eating behavior. *Journal of Experimental Social Psychology*, 45, 431-435.
- Hofmann, W., Friese, M., & Strack, F. (2009). Impulse and self-control from a dual-systems perspective. *Perspectives on Psychological Science*, 4, 162-176.
- Friese, M. & Hofmann, W. (2009). Control me or I will control you: Impulses, trait self-control, and the guidance of behavior. *Journal of Research in Personality*, 43, 795-805.
- Wiers, R. W., Beckers, L., Houben, K., & Hofmann, W. (2009). A short fuse after alcohol: Implicit power associations predict aggressiveness after alcohol consumption in young heavy drinkers with limited executive control. *Pharmacology, Biochemistry and Behavior*, 93, 300-305.
- Hofmann, W., Friese, M., & Gschwendner, T. (2009). Men on the 'pull': Automatic approach-avoidance tendencies and sexual interest behavior. *Social Psychology*, 40, 73-78.
- Hofmann, W., Gschwendner, T., & Schmitt, M. (2009). The road to the implicit self not taken: Discrepancies between self- and observer-inferences about implicit dispositions from nonverbal behavioral cues. *European Journal of Personality*, 23, 343-366.
- Hofmann, W., Friese, M., & Wiers, R. W. (2008). Impulsive versus reflective influences on health behavior: A theoretical framework and empirical review. *Health Psychology Review*, 2, 111-137.
- Hofmann, W., Gschwendner, T., Wiers, R., Friese, M., & Schmitt, M. (2008). Working memory capacity and self-regulation: Towards an individual differences perspective on behavior determination by automatic versus controlled processes. *Journal of Personality and Social Psychology*, 95, 962-977.
- Hofmann, W. & Schmitt, M. (2008). Editorial: Advances and Challenges in the Indirect Measurement of Individual Differences at Age 10 of the Implicit Association Test. *European Journal of Psychological Assessment*, 24, 207-209.
- Gschwendner, T., Hofmann, W. & Schmitt, M. (2008). Convergent and predictive validity of implicit and explicit anxiety measures as a function of specificity similarity and content similarity. *European Journal of Psychological Assessment*, 24, 254-262.
- Friese, M., Hofmann, W., & Schmitt, M. (2008). When and why do implicit measures predict behavior? Empirical evidence for the moderating role of opportunity, motivation, and process reliance. *European Review of Social Psychology*, 19, 285-338.
- Friese, M., Hofmann, W., & Wänke, M. (2008). When impulses take over: Moderated predictive validity of implicit and explicit attitude measures in predicting food choice and consumption behavior. *British Journal of Social Psychology*, 47, 397-419.
- Gschwendner, T., Hofmann, W., & Schmitt, M. (2008). Differential stability: The effects of

- acute and chronic construct accessibility on the temporal stability of the Implicit Association Test. *Journal of Individual Differences*, 29, 70-79.
- Hofmann, W., & Windschitl, P. (2008). Judging a group from sampling members: How the encoding of subgroups affects the perceived size and influence of a social group. *Journal of Social Psychology*, 148, 91-104.
- Friese, M., & Hofmann, W. (2008). What would you have as a last supper? Thoughts about death influence evaluation and consumption of food products. *Journal of Experimental Social Psychology*, 44, 1388-1394.
- Hofmann, W., & Friese, M. (2008). Impulses got the better of me: Alcohol moderates the influence of the impulsive vs. reflective system on eating behavior. *Journal of Abnormal Psychology*, 117, 420-427.
- Hofmann, W., Strack, F., & Deutsch, R. (2008). Free to buy? Explaining self-control and impulse in consumer behavior. *Journal of Consumer Psychology*, 18, 22-26.
- Hofmann, W., Gschwendner, T., Castelli, L., & Schmitt, M. (2008). Implicit and explicit attitudes and interracial interaction behavior: The moderating role of situationally available control resources. *Group Processes and Intergroup Relations*, 11, 69-87.
- Hofmann, W., Rauch, W., & Gawronski, B. (2007). And deplete us not into temptation: Automatic attitudes, dietary restraint, and self-regulatory resources as determinants of eating behavior. *Journal of Experimental Social Psychology*, 43, 497-504.
- Gawronski, B., Hofmann, W., & Wilbur, C. (2006). Are implicit attitudes unconscious? *Consciousness and Cognition*, 15, 485-499.
- Gschwendner, T., Hofmann, W., & Schmitt, M. (2006). Joint moderator effects of situation and person factors of awareness and adjustment on the consistency of implicit and explicit attitudes. *Journal of Individual Differences*, 27, 47-56.
- Gschwendner, T., Hofmann, W., & Schmitt, M. (2006). Implizit-explicit-Moderation: Empirische Befunde über den Zusammenhang zwischen impliziten und expliziten Messverfahren. [Implicit-explicit moderation: Empirical findings on the relationship between implicit and explicit measures]. *Psychologische Rundschau*, 57, 13-33.
- Hofmann, W., Gschwendner, T., Nosek, B. A., & Schmitt, M. (2005). What moderates implicit-explicit consistency? *European Review of Social Psychology*, 16, 335-390.
- Hofmann, W., Gawronski, B., Gschwendner, T., Le, H., & Schmitt, M. (2005). A meta-analysis on the correlation between the Implicit Association Test and explicit self-report measures. *Personality and Social Psychology Bulletin*, 31, 1369-1385.
- Hofmann, W., Gschwendner, T., & Schmitt, M. (2005). On implicit-explicit consistency: The moderating role of individual differences in awareness and adjustment. *European Journal of Personality*, 19, 25-49.
- Hofmann, W., Baumert, A., & Schmitt, M. (2005). Heute haben wir Hitler im Kino gesehen: Evaluation der Wirkung des Films der Untergang auf Schüler und Schülerinnen der neunten und zehnten Klasse [Today we saw Hitler at the cinema: Evaluation of the effects of the film "Der Untergang" (downfall) on ninth and tenth grade students]. *Zeitschrift für Medienpsychologie*, 17, 132-146.
- Fiedler, K., Blümke, M., Friese, M., & Hofmann, W. (2003). On the different uses of linguistic abstractness: From LIB to LEB and beyond. *European Journal of Social Psychology*, 33, 441-453.
- Harvey, J., & Hofmann, W. (2002). Teaching about loss. A special opportunity for psychology. *Teaching of Psychology*, 29, 319-320.
- Harvey, J., & Hofmann, W. (2001). Teaching about Loss. *Journal of Loss and Trauma*, 6, 263-268.

BOOK CHAPTERS

- Hofmann, W., Schmeichel, B. J., Friese, M. & Baddeley, A. D. (forthcoming). Working memory and self-regulation. In: R. F. Baumeister & K. D. Vohs (Eds.). *Handbook of Self-Regulation*. 2nd Edition. New York: Guilford Press.
- Schmeichel, B. J. & Hofmann, W. (in preparation). Working memory, executive control, and self-regulation. In: K. C. Klauer, C. Stahl & A. Voss (Eds.). *Cognitive methods in social psychology*. New York: Guilford Press.
- Hofmann, W. & Wilson, T. D. (in press). Consciousness, introspection, and the adaptive unconscious. In: B. Gawronski & B. K. Payne (Eds.). *Handbook of Implicit Social Cognition*. New York: Guilford Press.
- Hofmann, W., Förster, G., Stroebe, W., & Wiers, R. W. (in press). The great disinhibitor: Alcohol, food cues, and eating behavior. In: Preedy, V. R., Watson, R. R., & Martin, C. R. (Eds.). *International Handbook of Behavior, Diet and Nutrition*. New York: Springer.
- Friese, M., Wänke, M., & Hofmann, W. (2009). Unscrambling self-regulatory behavior determination: The interplay of impulse strength, reflective processes, and control resources. In: J. Forgas, R. F. Baumeister, & D. M. Tice (Eds.). *The psychology of self-regulation. Cognitive, affective, and motivational processes* (pp. 335-364). Psychology Press: New York.
- Friese, M., Hofmann, W., & Wänke, M. (2009). The impulsive consumer: Predicting consumer behavior with implicit reaction time measures. In: M. Wänke (Ed.). *Frontiers of Social Psychology: The Social Psychology of Consumer Behavior* (pp. 335-364). Psychology Press, New York.
- Schmitt, M., Baumert, A., & Hofmann W. (2007) Person, Situation oder Interaktion? Eine zeitlose Streitfrage. [Person, situation, or interaction? A timeless controversy.] In: Frankenberger, R., Frech, S., & Grimm, D. (Eds.). *Politische Psychologie und politische Bildung* (pp. 58-74). Schwalbach: Wochenschau.
- Schmitt, M. & Hofmann, W. (2006). Situationsbezogene Diagnostik [Situation-focused diagnostics]. In: F. Petermann & M. Eid (Eds.). *Handbuch der Psychologischen Diagnostik*, (pp. 476-484).Göttingen: Hogrefe.
- Gschwendner, T., Hofmann, W. & Schmitt, M. (2006). Ein Modell des Zusammenhangs impliziter Reaktionszeitverfahren mit Fragebogenmaßen [A model of the relationship between implicit reaction time measures and questionnaire data]. In: T. M. Ortner, R. T. Proyer, & K. D. Kubinger (Eds.). *Theorie und Praxis Objektiver Persönlichkeitstests* (pp. 70-87). Bern: Huber.
- Hofmann, W. (2004). Zusammenprall der Zeitkulturen: Das ostdeutsche Lebenstempo und Zeitempfinden vor und nach der Wiedervereinigung. [Clash of time cultures: East-German life pace and time experience before and after the reunification]. In H. Rosa (Ed.), *Fast forward. Standpunkte junger Forschung*. (pp. 57-72). Hamburg: Edition Körber.

BOOKS

- Rasch, B., Friese, M., Hofmann, W., & Naumann, E. (in press). *Quantitative Methoden [Quantitative methods]*. Volume 1. (3rd Edition). Berlin: Springer.
- Rasch, B., Friese, M., Hofmann, W., & Naumann, E. (in press). *Quantitative Methoden [Quantitative methods]*. Volume 2 (3rd Edition). Berlin: Springer.

UNPUBLISHED MANUSCRIPTS

- Nederkoorn, C., Houben, K., Hofmann, W., Roefs, A., & Jansen, A. (2009). Control yourself or just eat what you like? Weight gain over a year is predicted by an interactive effect of

response inhibition and a preference for high fat foods. Under review, *Psychological Science*.

Hofmann, W., Koningsbruggen, G. M. Van, Stroebe, W., & Aarts, H. (2009). As pleasure unfolds: Hedonic responses to tempting food. Under revision, *Psychological Science*.

Schmitt, M., Baumert, A., Gollwitzer, M., Gschwendner, T., & Hofmann, W. (2007). Traits as situational sensitivities: Psychometric and substantive comments on the TASS model proposed by Marshall and Brown (2006).

ORGANIZED SYMPOSIA

Hofmann, W., & Dillen, L. (2010, January). How to Survive Sin City: The Role of Cognitive Control in Fighting Temptation. Accepted symposium submission for the 11th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Las Vegas, NV, USA.

Schnabel, K., & Hofmann, W. (2008, July). Internal and external influences on the Implicit Association Test (IAT). XXIX International Congress of Psychology, Berlin, Germany.

Friese, M., & Hofmann, W. (September 2007). Implicit attitudes and personality: (New) measures, internal and predictive validity. Symposium at the 11th Meeting of Social Psychology of the German Association of Psychology, Freiburg, Germany.

Hofmann, W. & Schmitt, M. (May 2007). Advances in implicit measures of attitudes and personality traits. Symposium at the 9th European Conference on Psychological Assessment (ECPA), Thessaloniki, Greece.

Hofmann, W. & Perugini, M. (January 2007). Predictive validity of implicit measures. Symposium at the 8th Annual Meeting of the Society for Personality and Social Psychology (SPSP), Memphis, TN, USA.

INVITED TALKS

Hofmann, W. (2009, September). Arbeitsgedächtniskapazität und Selbstkontrolle [Working memory capacity and self-control]. Paper presented on the 10th meeting of Personality Psychology and Diagnostics of the German Association of Psychology, Landau, Germany.

Hofmann, W. (2009, June). Zwei Seelen wohnen, ach, in meiner Brust: Impulsive und reflektive Determinanten selbstregulierten Verhaltens [Two souls within my breast: Impulsive and reflective determinants of self-regulatory behavior]. Department of Psychology, TU Dresden, Dresden, Germany.

Hofmann, W. (2009, June). A meta-analysis on evaluative conditioning. Katholieke Universiteit Leuven, Leuven.

Hofmann, W. & Friese, M. (2008, November). Impulse and Restraint from a Dual-Systems Perspective. Invited talk at the Department of Psychology, Maastricht University, The Netherlands.

Hofmann, W. & Friese, M. (2008, November). The horse and the rider: Impulsive versus reflective influences on health behavior. Invited talk at the Department of Psychology, Utrecht University, The Netherlands.

Hofmann, W. & Friese, M. (2008, October). The horse and the rider: Impulsive versus reflective influences on health behavior. Invited talk at the Department of Psychology, University of Amsterdam, Amsterdam, The Netherlands.

Hofmann, W. (2008, September). Assessment of sexual impulses using indirect methods. Invited talk at the Workshop "Indirect measuring procedures for aggression and sexual preferences" at the University of Bonn (organizer: Prof. Rainer Banse), Bonn, Germany.

Hofmann, W. (2008, September). Indirect measures: internal validity and practical use. Invited talk at the Workshop "Indirect measuring procedures for aggression and sexual

- preferences” at the University of Bonn (organizer: Prof. Rainer Banse), Bonn, Germany.
- Hofmann, W. & Friese, M. (2008, August). Studies on temptation: Impulsive and reflective influences on the self-regulation of behavior. Invited talk at the EASP summer school 2008, Cardiff University, Cardiff, UK.
- Hofmann, W. & Friese, M. (2008, June). Versuche über Versuchungen: Impulsive und reflektive Einflüsse auf die Selbstregulation des Verhaltens. [Studies on temptation: Impulsive and reflective influences on the self-regulation of behavior.] Department of Psychology, Free University, Berlin, Germany.
- Hofmann, W. & Friese, M. (2008, June). Studies on temptation: Impulsive and reflective influences on the self-regulation of behavior. Invited talk at the Department of Psychology, University of Padua, Padua, Italy.
- Hofmann, W. & Friese, M. (2008, June). Versuche über Versuchungen: Impulsive und reflektive Einflüsse auf die Selbstregulation des Verhaltens. [Studies on temptation: Impulsive and reflective influences on the self-regulation of behavior.] Department of Psychology, University of Freiburg Germany.
- Friese, M., Hofmann, W., & Wänke, M. (2008, April). Candy, beer, and attractive women: Impulse and control in the self-regulation of consumer behavior. Invited talk at the Department of Consumer Behavior, Swiss Federal Institute of Technology, Zurich, Switzerland.
- Hofmann, W. & Baumert, A. (2008, January). Immediate affect as a basis for moral judgment: An adaptation of the affect misattribution procedure. Invited talk at the Department of Psychology, University of Heidelberg, Germany.
- Hofmann, W. (2007, November). Mental resistance to temptation. Self control strategies and implicit attitude change. Invited talk at the Department of Psychology, University of Milan Bicocca, Italy.
- Hofmann, W. (2007, November). And deplete us not unto temptation: Personal and situational determinants of impulsive vs. reflective behavior. Invited talk at the Department of Psychology, Chemnitz University, Germany.
- Hofmann, W. & Baumert, A. (2007, October). Media psychological research on Hitler. Invited talk at the conference „Acting Hitler“ of the German Museum of Film and Television, Berlin.
- Hofmann, W. (2007, July). When and why do implicit measures predict behavior? Invited talk at the Unilever Workshop on Implicit Attitude Change, Bertinoro, Italy.
- Hofmann, W., & Friese, M. (2007, March). Impulses got the better of me: Situational and personal determinants of impulsive consummatory behavior. Invited talk at the Department of Psychology, Maastricht University, The Netherlands.
- Roefs, A., Hofmann, W., Smulders, F. T. Y., & Jansen, A. (2007,). Can relatively automatic associations predict eating behavior? Invited talk at the EPP symposium: “The development of addictive behaviours and eating disorders, Maastricht University, The Netherlands.
- Hofmann, W., Baumert, A., & Gschwendner, T. (2007, March). The power of the unconscious. Invited talk at the Daimler-Chrysler Children’s University, Rastatt, Germany.
- Hofmann, W. (2007, January). Engel links, Teufel rechts: Zur personalen und situativen Abhängigkeit reflektiver vs. impulsiver Einflüsse auf die Selbstregulation (Angel to the left, devil to the right: On the personal and situational dependency of reflective vs. impulsive influences on self-regulatory behavior. Invited talk at the Department of Psychology, Humboldt-University, Berlin, Germany.
- Hofmann, W. (2007, January). On the dynamics of self-control: Impulsive and reflective determinants of self-regulatory behavior. Invited talk at the Department of Psychology, York

University, Toronto, Canada.

Hofmann, W. (2007, January). When automatic preferences take over: Situational and personal determinants of impulsive consummatory behavior. Invited talk at the Department of Psychology, University of Western Ontario, London, Ontario, Canada.

Hofmann, W. (2006, November). On the dynamics of self-control: Impulsive and reflective determinants of self-regulatory behavior. Invited talk at the Department of Psychology, Dartmouth College, Hanover, NH, USA.

Hofmann, W., & Friese, M. (2006, November). On the dynamics of self-control: Impulsive and reflective determinants of self-regulatory behavior. Invited talk at the Department of Psychology, University of Western Ontario, London, Ontario, Canada.

Hofmann, W. (2006, September). Moderated predictive validity of implicit and explicit attitudes. Colloquium presentation, Department of Psychology, Harvard University, Cambridge, MA, USA.

Hofmann, W., Baumert, A., & Gschwendner, T. (2006, June). The power of the unconscious. Invited talk at the Children's University at the University of Koblenz-Landau, Landau, Germany.

Friese, M., Hofmann, W., & Wänke, M. (2006, May). Bier, Chips und Schokolade: Zur prädiktiven Validität expliziter und impliziter Einstellungsmaße? [Beer, chips, and chocolate: On the predictive validity of explicit and implicit attitude measures] Invited talk at the Department of Psychology II, University of Würzburg, Germany.

Hofmann, W. (2006, January). Was bedingt die Verhaltenswirksamkeit von Impulsen? [What moderates behavior determination by impulses?] Invited talk at the Department of Psychology II, University of Würzburg, Germany.

Gschwendner, T., & Hofmann, W., Schmitt, M. (2005, June). Moderatoren der Konsistenz implizit und explizit erfasster Einstellungen und Persönlichkeitsmerkmale [Moderators of the consistency between implicitly and explicitly assessed attitudes and personality traits]. Invited talk at the Department of Psychology, University of Koblenz-Landau, Germany.

Hofmann, W. & Castelli, L. (2004, May). Do available control resources moderate behavior determination by implicit and explicit attitudes? Colloquium, Department of Psychology, University of Padova, Italy.

WORKSHOPS

Hofmann, W. (2008, August). Moderated regression analysis. Workshop given at the EASP summer school 2008 at Cardiff University, Cardiff, UK.

CONFERENCE PRESENTATIONS

Hofmann, W., Friese, M., & Wiers, R. W. (2009, September). How to resist temptation: Executive functions and the impulse control of health-related behavior. Paper presented at the 23rd Annual Conference of the European Health Psychology Society, Pisa, Italy.

Friese, M., & Hofmann, W. (2009, September). Welche Henkersmahlzeit darf's denn sein? [Which last supper would you like to have?]. Paper presented at the 12. Tagung der Fachgruppe Sozialpsychologie, Luxemburg, Luxemburg.

Hofmann, W. & Strack, F. (2009, March). The horse and the rider: Impulsive and reflective influences on health behavior. Paper presented at the 5th European Spring Conference on Social Psychology, St. Moritz, Switzerland.

Hofmann, W. (2008, July). Mental resistance to temptation: Self-control strategies and implicit attitude change. Paper presented at the XXIX International Congress of Psychology, Berlin, Germany.

Hofmann, W., Gschwendner, T., Friese, M., Wiers R. W., & Schmitt, M. (2008, June). Keeping a cool head in the face of temptation: Working memory capacity and self-regulatory behavior. Paper presented at the 15h General Meeting of the European Association of Experimental Social Psychology, Opatija, Croatia.

Friese, M. & Hofmann, W. (2008, July). What would you have as a last supper? How thoughts about death influence evaluation and consumption of food products. Paper presented at the 15h General Meeting of the European Association of Experimental Social Psychology, Opatija, Croatia.

Wänke, M., Friese, M., & Hofmann, W. (2008, March). The interplay of impulse strength, reflection, and control resources. Paper presented at the 11th Sydney Symposium of Social Psychology: The psychology of self-regulation, Sydney, Australia.

Friese, M., Hofmann, W., & Wänke, M. (2008, February). Chocolate, chips, and beer: Predicting impulsive choice and consumption with implicit measures. Paper presented at the Society for Consumer Psychology 2008 Winter Conference, New Orleans, USA.

Hofmann, W. & Baumert, A. (2008, January). Immediate affect as a basis for moral judgment: An adaptation of the affect misattribution procedure. Paper presented at the 9th annual conference of the Society for Personality and Social Psychology, Albuquerque, NM, USA.

Hofmann, W., Gschwendner, T., & Schmitt, M. (2007, September). The road to the implicit self not taken: Discrepancies between self- and other-inferences about implicit dispositions from the observation of nonverbal behavioral cues. Paper presented at the 9th meeting of Personality Psychology and Diagnostics of the German Association for Psychology, Vienna, Austria.

Friese, M., Hofmann, W., & Wänke, M. (2007, September). Available control resources moderate the predictive validity of implicit and explicit attitude measures. Paper presented at the 11th Meeting of Social Psychology of the German Association of Psychology, Freiburg, Germany.

Hofmann, W., Gschwendner, T., & Schmitt, M. (2007, September). The road to the implicit self not taken: Discrepancies between self- and other-inferences about implicit dispositions from the observation of nonverbal behavioral cues. Paper presented at the 11th Meeting of Social Psychology of the German Association of Psychology, Freiburg, Germany.

Hofmann, W., Gschwendner, T., & Schmitt, M. (2007, September). The road to the implicit self not taken: Discrepancies between self- and other-inferences about implicit dispositions from the observation of nonverbal behavioral cues. Paper presented at the 9th Transfer of Knowledge Conference of the European Social Cognition Network (ESCON), Brno, Czech Republic.

Zinkernagel, A., Gschwendner, T., Dislich, F.X.R., Hofmann, W. & Schmitt, M. (2007, July). Consistency and incremental validity of implicit and explicit representations of the basic emotion disgust. Poster presented at the 13th Biennial Meeting of the International Society for the Study of Individual Differences (ISSID), Gießen, Germany (Poster).

Dislich, F. X. R., Gschwendner, T., Zinkernagel, A., Hofmann, W. & Schmitt, M. (2007, July). Do I know that I know nothing? Consistency and change of implicit and explicit representations of the intelligence self-concept. Poster presented at the 13th Biennial Meeting of the International Society for the Study of Individual Differences (ISSID), Gießen, Germany.

Hofmann, W., Gschwendner, T. & Schmitt, M. (2007, July). Perceiving the implicit self: Discrepancies between self- and other inferences about implicit dispositions from the observation of nonverbal behavioral cues. Poster presented at the 13th Biennial Meeting of the International Society for the Study of Individual Differences (ISSID), Gießen, Germany.

Gschwendner, T., Hofmann, W., & Schmitt, M. (2007, May). The correspondence principle:

Prediction of anxious behavior by global vs. specific implicit and explicit measures. Paper presented at the 9th conference of the European Society for Psychological Assessment, Thessaloniki, Greece.

Hofmann, W., Gschwendner, T., Friese, M., & Schmitt, M. (2007, January). Impulsive and reflective paths to behavior: Available control resources moderate the predictive validity of implicit and explicit attitudes. Paper presented at the 8th annual conference of the Society for Personality and Social Psychology, Memphis, TN, USA.

Friese, M., Hofmann, W., & Wänke, M. (2007, January). Controlled versus impulsive behavior: Differential predictive validities of explicitly and implicitly measured attitudes. Poster presented at the 8th Annual Conference of the Society for Personality and Social Psychology, Memphis, USA.

Friese, M., Hofmann, W., & Wänke, M. (2006, November). When impulses take over: Moderated predictive validity of explicit and implicit attitude measures. Paper presented at the Small Group Meeting in Consumer Psychology: Unconscious and Controlled Processes, Enschede, The Netherlands.

Hofmann, W., Friese, M., Gschwendner, T., & Schmitt, M. (2006, September). Moderiert Alkohol den Einfluss automatischer und kontrollierter Einstellungen auf das Essverhalten? [Does alcohol moderate the influence of automatic and controlled attitudes on eating behavior?]. Paper presented at the 45th meeting of the German Association for Psychology, Nürnberg, Germany.

Gschwendner, T., Hofmann, W., & Schmitt, M. (2006, September). Die Bedeutung des Symmetrieprinzips bei der Verhaltensvorhersage aus direkten und indirekten Ängstlichkeitsmaßen. [The importance of the symmetry principle in the prediction of anxiety from direct and indirect measures]. Paper presented at the 45th meeting of the German Association for Psychology, Nürnberg, Germany.

Friese, M., Hofmann, W., & Wänke, M. (2006, September). When impulses take over: Moderated predictive validity of explicit and implicit attitude measures. Paper presented at the 8th Transfer of Knowledge Conference of the European Social Cognition Network (ESCON), Warsaw/Pultusk, Poland.

Hofmann, W., Gschwendner, T., & Schmitt, M. (2006, July). Impulsive and reflective paths to behavior: Available control resources moderate the predictive validity of implicit and explicit dispositional indicators. Paper presented at the 13th European Conference on Personality, Athens, Greece.

Hofmann, W., Harth, N., & Täuber, S. (2006, April). On the road to collective action: How to weaken legitimizing myths. Paper presented at the 4th International Graduate College Summer School, Menaggio, Italy.

Friese, M., Hofmann, W., & Wänke, M. (2006, April). Differential predictive validity of explicit and implicit attitude measures. Paper presented at the small-group conference of the German-Israeli Project Cooperation (DIP), Haifa, Israel.

Hofmann, W. und Gschwendner, T. (2006, April). Low control resources foster the influence of impulses on behavior. Paper presented at the Peer-Conference of the DFG Graduate School "Integrative Competencies and Well-Being", Osnabrück, Germany.

Hofmann, W., Rauch, W., Gawronski, B., & Schmitt, M. (2005, September). Über den Konflikt impulsiver und reflektiver Prozesse bei der Selbstregulation des Essverhaltens [On the conflict between impulsive and reflective processes in the self-regulation of eating behavior]. Paper presented on the 8th meeting of Personality Psychology and Diagnostics of the German Association for Psychology, Marburg, Germany.

Hofmann, W. (2006, March). Publikationspraktiken in der Wissenschaft [Publication practices in science]. Paper presented on the Alumni meeting „Wunschmaschine Wissenschaft“ of the German Student Award of the Körber-Foundation, Hamburg, Germany.

Hofmann, W., Castelli, L., Gschwendner, T., & Schmitt, M. (2005, July). Do available control resources moderate the impact of the impulsive and reflective system on prejudiced behavior? Paper presented at the 14th General Meeting of the European Association of Experimental Social Psychology, Würzburg, Germany.

Hofmann W., Baumert, A., & Schmitt, M. (2005, September). Heute haben wir Hitler im Kino gesehen! Evaluation der Wirkung des Films "Der Untergang" auf Schüler und Schülerinnen der neunten und zehnten Klasse [Today we saw Hitler at the cinema: Evaluation of the effects of the film "Der Untergang" (downfall) on ninth and tenth grade students]. Paper presented at the 4th meeting of Media Psychology of the German Association for Psychology, Erfurt, Germany.

Hofmann, W., Gschwendner, T., & Schmitt, M. (2005, June). Principles of implicit-explicit moderation. Paper presented at the 5th Workshop on Implicit Representations and Personality, Berlin, Germany.

Hofmann, W., Gschwendner, T., & Schmitt, M. (2004, September). Moderieren verfügbare Kontrollressourcen den Einfluss impliziter und expliziter Einstellungen auf vorurteilsvolles Verhalten? [Do available control resources moderate the impact of implicit and explicit attitudes on prejudiced behavior?] Paper presented at the 44th meeting of the German Association for Psychology, Göttingen, Germany.

Hofmann, W., Gschwendner, T., Gawronski, B., Le, H., & Schmitt, M. (2003, September). Eine Meta-Analyse zum Zusammenhang des Impliziten Assoziationstests mit expliziten Maßen der Selbstauskunft [A meta-analysis on the relationship between the implicit association test and explicit self-report measures]. Paper presented on the 7th meeting of Personality Psychology and Diagnostics of the German Association of Psychology, Halle, Germany.

Gschwendner, T., Hofmann, W. & Schmitt, M. (2003, September). Fungieren funktional äquivalente Situations- und Personenmerkmale der Introspektion und der Adjustierung als Konsistenzmoderatoren? [Do functionally equivalent traits and situations of introspection and adjustment moderate consistency?] Paper presented at the 9th Meeting of Social Psychology of the German Association of Psychology, Heidelberg, Germany.

Hofmann, W., Gschwendner, T., Gawronski, B., Le, H., & Schmitt, M. (2003, September). A meta-analysis on IAT validities. Paper presented at the 5th Annual Meeting of the European Social Cognition Network, Padova, Italy.

Hofmann, W., Gschwendner, T. & Schmitt, M. (2002, September). Zur Dissoziation impliziter und expliziter Dispositionsmaße. Fungieren Selbstkenntnis und Aufrichtigkeit als Konsistenzmoderatoren? [On the dissociation of implicit and explicit dispositional indicators: Do self-knowledge and honesty serve as moderators of consistency?] Paper presented at the 43rd meeting of the German Association of Psychology, Berlin, Germany.

Hofmann, W. (2002, April). The rebirth of the unconscious in social psychology: Implicit social cognition. Paper presented at the 2nd International Festival of Psychologists, Posnan, Poland.

COURSES TAUGHT

- 2009 Automatic and Controlled Processes (University of Würzburg)
- 2009 Impulsivity and Self-Regulation (University of Würzburg)
- 2009 Research Seminar: The effects of temperature on self-regulation (University of Würzburg)
- 2008 Social Cognition workshop taught together with Luigi Castelli at the EASP summer school in Cardiff, Wales
- 2008 Applied Social Psychology (University of Würzburg)

- 2008 Advanced Social Cognition (University of Würzburg)
- 2007 Consumer Psychology (University of Würzburg)
- 2007 Research Seminar: Self-control and implicit attitude change (University of Würzburg)
- 2007 Psychology of Self-Regulation (University of Würzburg)
- 2007 Research Seminar: Replenishment of self-control resources (University of Würzburg)
- 2007 Computer-based Assessment (University of Landau)
- 2007 Psychology of Self-Control (University of Landau)
- 2006 Implicit Attitudes and Personality Self-Concept (University of Landau)
- 2006 Intelligence and Creativity (University of Landau)
- 2006 Research Seminar (topics: eating behavior, ego depletion, self-perception)
- 2005 Impulsivity and Self-Control (University of Landau)
- 2005 Research Seminar (topics: delay of gratification, egotism, attractiveness)
- 2005 Social-Cognitive Personality Theories (University of Landau)
- 2004 Research Seminar (topics: self-control, implicit justice, attractiveness)
- 2004 The Indirect Assessment of Attitudes and Personality (University of Landau)
- 2001 Evaluating Psychological Research (TA University of Iowa)
- 2000 Loss and Trauma (TA University of Iowa)
- 2000 Interpersonal Relationships (TA University of Iowa)
- 1999 Learning how to Study (University of Trier)

STUDENTS SUPERVISED/REVIEWED

- 2009 Georg Förster, University of Würzburg (current Ph.D student)
- 2009 Martijn Veltkamp, Universiteit Utrecht (Member of Defense Committee)
- 2009 Verena Ott, University of Würzburg (Masters thesis)
- 2008 Simone Groß, University of Würzburg (Masters thesis)
- 2008 Melanie Newton, University of Western Australia (External Reviewer)
- 2008 Julia Archut, University of Würzburg (Masters thesis)
- 2006 Anthony Behret, University of Koblenz-Landau (Masters thesis)

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