

September 2017

Ronald Seth Friedman
Curriculum Vitae

Office Address

Dept. of Psychology
University at Albany, SUNY
1400 Washington Ave
Albany, NY 12222
(518) 442-4858
rfriedman@albany.edu

Earned Degrees

Columbia University

Ph.D. 1999
Major: Psychology
Dissertation: The Phenomenological Correlates and Consequences of Distinct Self-Regulatory Systems
Advisor: E. Tory Higgins, Ph.D.

Duke University

B.A. 1993
Major: Psychology

Educational Employment

University at Albany, SUNY	Associate Professor of Psychology	7/10 to present
University at Albany, SUNY	Assistant Professor of Psychology	9/06 to 7/10
University of Missouri, Columbia	Assistant Professor of Psychology	9/02 to 8/06
University of Maryland, College Park (Advisor: Arie W. Kruglanski, Ph.D.)	Post-Doctoral Fellow	9/99 to 8/02

Scholarly Activity

Refereed Articles

Note: * = undergraduate research assistant; ** = graduate research assistant

Kleinsmith, A.L.** , **Friedman, R.S.**, & Neill, W.T. (in press). Reinvestigating the Impact of Final Ritardandi on Music Evaluation and Felt Musical Tension *Psychomusicology: Music, Mind, & Brain*.

Stepanova, E.V., Bartholow, B.D., Sauls, J.S., **Friedman, R.S.** (in press). Effects of Exposure to Alcohol-related Cues on Racial Attitudes and Discrimination. *European Journal of Social Psychology*.

Kleinsmith, A.L.** , **Friedman, R.S.**, & Neill, W.T. (2016). Exploring the impact of final ritardandi on evaluative responses to cadential closure. *Psychomusicology: Music, Mind, & Brain*, 26(4), 346-357.

Zavoyskiy, S.** , Taylor, C.L.** , & **Friedman, R.S.** (2016). Affect-incongruity in emotional responses to music. *Psychomusicology: Music, Mind, & Brain*, 26(3), 247-256.

O'Malley, E.** , Seror, G.A.** , & **Friedman, R.S.** (2016). Reinvestigating mood-congruity in music choice: Does misery really love company? *Psychomusicology: Music, Mind, and Brain*, 26(1), 67-78.

DeMarco, T.C.** , Taylor, C.L.** , & **Friedman, R.S.** (2015). Reinvestigating the effect of interpersonal sadness on mood-congruity in music preference. *Psychology of Creativity, Aesthetics, and the Arts*, 9(1), 81-90.

Taylor, C.L.** , & **Friedman, R.S.** (2015). Sad mood and music choice: Does the self-relevance of the mood-eliciting stimulus moderate song preference? *Media Psychology*, 18, 24-50.

Taylor, C.L.** , & **Friedman, R.S.** (2014). The differential influence of sadness and disgust on music preference. *Psychology of Popular Media Culture*, 3(4), 195-205.

Friedman, R.S., & Taylor, C.** (2014). Exploring emotional responses to computationally-created music. *Psychology of Aesthetics, Creativity, and the Arts*, 8, 87-95.

Förster, J., & **Friedman, R.S.** (2013). Departing to arrive: Distancing in service of approach goals. *Emotion Review*, 5, 259-263.

Friedman, R.S., & Sutton, B. (2013). Selling the war?: System-justifying effects of commercial advertising on civilian casualty tolerance. *Political Psychology*, 34, 351–367.

Friedman, R.S., Gordis, E., & Förster, J. (2012). Re-exploring the influence of sad mood on music preference. *Media Psychology*, 15, 249–266.

- Hicks, J.A.** , **Friedman, R.S.**, Gable, P., & Davis, W. (2012). Interactive effects of approach motivational intensity and alcohol cues on the scope of perceptual attention. *Addiction* 107, 1074–1080.
- Stepanova, E. V.** , Bartholow, B. D., Sauls, J. S., & **Friedman, R. S.** (2012). Alcohol-related cues promote automatic racial bias. *Journal of Experimental Social Psychology*, 48, 905–911.
- Chun, W.Y., Kruglanski, A.W., Sleeth-Keppler, D., & **Friedman, R.S.** (2011). Multifinality in implicit choice. *Journal of Personality and Social Psychology*, 101(5), 1124-1137.
- Friedman, R.S.**, & Förster, J.. (2011). Limitations of the motivational intensity model of attentional tuning: Reply to Harmon-Jones, Gable, and Price (2011). *Psychological Bulletin*, 137, 513-516.
- Hicks, J.A.** , Pedersen, S.L.** , **Friedman, R.S.**, & McCarthy, D.M. (2011). Expecting innovation: Psychoactive drug primes and the generation of creative solutions. *Experimental and Clinical Psychopharmacology*, 19(4), 314-320.
- Friedman, R.S.**, & Förster, J.. (2010). Implicit affective cues and attentional tuning: An integrative review. *Psychological Bulletin*, 136, 875-893.
- Freeman, N.** , **Friedman, R.S.**, Bartholow, B.D., & Wulfert, E. (2010). Effects of alcohol priming on social disinhibition. *Experimental and Clinical Psychopharmacology*, 18, 135-144.
- Hicks, J.A.** , Schlegel, R.J.** , **Friedman, R.S.**, & McCarthy, D.M. (2009). Alcohol cues, expectancies, and the working self-concept. *Psychology of Addictive Behaviors*, 23, 534-538.
- Friedman, R.S.** (2009). Reexploring the effects of promised reward on creativity. *Creativity Research Journal*, 21, 258-264.
- Friedman, R.S.**, McCarthy, D.M., Hicks, J.A.** , & Pedersen, S.L.** (2009). Alcohol expectancy priming and drinking behavior: The role of compatibility between prime and expectancy content. *Psychology of Addictive Behaviors*, 23, 329-333.
- Hicks, J.A.** , Pedersen, S.L.** , McCarthy, D.M., & **Friedman, R.S.** (2009). Marijuana cues, marijuana expectancies, and arithmetic efficiency. *Journal of Studies on Alcohol and Drugs*, 70, 391-399.
- Friedman, R.S.**, Förster, J., & Denzler, M. (2007). Interactive effects of mood and task framing on creative generation. *Creativity Research Journal*, 19, 141-162.

- Förster, J., Liberman, N., & **Friedman, R.S.** (2007). Seven principles of goal activation: A systematic approach to distinguishing goal priming from priming of non-goal constructs *Personality and Social Psychology Review*, 11, 211-233.
- Friedman, R.S.**, Bartholow, B.D., McCarthy, D.M., Hicks, J.A.** (2007). Interactive effects of alcohol outcome expectancies and suboptimal alcohol cues on non-consumptive behavior. *Experimental and Clinical Psychopharmacology*, 15(1), 102-114.
- Friedman, R.S.**, Cooper, M.L., Chladek, M.*, & Rudy, D. (2007). Investigating the link between validation seeking and lay dispositionism. *Personality and Social Psychology Bulletin*, 33(4), 463-475.
- Förster, J., **Friedman, R.S.**, Özelsel, A., & Denzler, M. (2006). Enactment of approach and avoidance behavior influences the scope of perceptual and conceptual attention. *Journal of Experimental Social Psychology*, 42, 133-146.
- Friedman, R.S.**, & Förster, J. (2005). The influence of approach and avoidance cues on attentional flexibility. *Motivation and Emotion*, 29, 69-81.
- Förster, J., **Friedman, R.S.**, Butterbach, E.B., & Sassenberg, K. (2005). Automatic effects of deviancy cues on creative cognition. *European Journal of Social Psychology*, 35, 345-359.
- Friedman, R.S.**, & Arndt, J. (2005). Reexploring the connection between terror management theory and dissonance theory. *Personality and Social Psychology Bulletin*, 31, 1217-1225
- Friedman, R.S.**, & Förster, J. (2005). Effects of motivational cues on perceptual asymmetry: Implications for creativity and analytical problem solving. *Journal of Personality and Social Psychology*, 88, 263-275.
- Friedman, R.S.**, McCarthy, D.M., Förster, J., & Denzler, M. (2005). Automatic effects of alcohol cues on sexual attraction. *Addiction*, 100, 672-681.
- Förster, J., **Friedman, R.S.**, & Liberman, N. (2004). Temporal construal effects on creative cognition. *Journal of Personality and Social Psychology*, 87, 177-189.
- Fishbach, A., **Friedman, R.S.**, Kruglanski, A.W. (2003). Leading us not unto temptation: Momentary allurements elicit automatic goal activation, *Journal of Personality and Social Psychology*, 84, 296-309.

- Förster, J., & **Friedman, R.** (2003). Kontextabhängige Kreativität, *Zeitschrift für Psychologie*, 211, 149-160.
- Friedman, R.S.**, Fishbach, A., Förster, J., & Werth, L. (2003). Attentional priming effects on creativity, *Creativity Research Journal*, 15, 277-286.
- Friedman, R.S.**, & Förster, J. (2002). The influence of approach and avoidance motor actions on creative cognition. *Journal of Experimental Social Psychology*, 38, 41-55
- Shah, J.Y., **Friedman, R.S.**, & Kruglanski, A.W. (2002). Forgetting all else: On the antecedents and consequences of goal shielding. *Journal of Personality and Social Psychology*, 83, 1261-1280
- Friedman, R.S.**, & Förster, J. (2001). The effects of promotion and prevention cues on creativity. *Journal of Personality and Social Psychology*, 81, 1001-1013.
- Higgins, E.T., **Friedman, R.S.**, Harlow, R.E., Idson, L.C., Ayduk, O.N., & Taylor, A. (2001). Achievement orientations from subjective histories of success: Promotion pride versus prevention pride. *European Journal of Social Psychology*, 31, 3-23.
- Friedman, R.S.**, & Förster, J. (2000). The effects of approach and avoidance motor actions on the elements of creative insight. *Journal of Personality and Social Psychology*, 79, 477-492.
- Mazuka, R., & **Friedman, R.S.** (2000). Linguistic relativity in Japanese and English: Is language the primary determinant in object classification? *Journal of East Asian Linguistics*, 9, 353-377.
- Shah, J., Higgins, E.T., & **Friedman, R.S.** (1998). Performance incentives and means: How regulatory focus influences goal attainment. *Journal of Personality and Social Psychology*, 74, 285-293.
- Higgins, E.T., Shah, J., & **Friedman, R.** (1997). Emotional responses to goal attainment: Strength of regulatory focus as moderator. *Journal of Personality and Social Psychology*, 72, 515-525.

Unrefereed Articles

Book Chapters

- Depuy, B.*, & **Friedman, R.S.** (2011). Attention. In M.A. Runco, & S.R. Pritzker (Eds). *Encyclopedia of creativity*, 2nd Edition. New York: Academic Press.

- Förster, J., Liberman, N., & **Friedman, R.S.** (2009). Defining the hallmarks of self-regulation. In E. Morsella, J.A. Bargh, & P.M. Gollwitzer (Eds.). *The Psychology of action, Vol. 2: Mechanisms of human action* (pp. 173 – 196). New York: Cambridge.
- Friedman, R.S.**, & Förster, J. (2008). Activation and measurement of approach and avoidance motivational states. In A.J. Elliot (Ed.). *The Handbook of approach and avoidance motivation* (pp. 235 – 250). New York: Psychology Press.
- Förster, J., & **Friedman, R.S.** (2008). Expression entails anticipation: Toward a self-regulatory model of bodily feedback effects. In G.R. Semin & E.R. Smith (Eds.), *Embodied grounding: Social, cognitive, affective, and neuroscientific approaches* (pp. 289 – 308). New York: Cambridge.
- Kruglanski, A.W., Shah, J.Y., Fishbach, A., **Friedman, R.S.**, Chun, W.Y., & Sleeth-Keppler, D (2002). A theory of goal systems: Implications for social cognition, affect, and action. In M. Zanna (Ed.). *Advances in experimental social psychology* (Vol. 34, pp. 331-378). New York: Academic Press.
- Shah, J.Y., Kruglanski, A.W., & **Friedman, R.S.** (2002). A theory of goal systems. In S.J. Spencer, S. Fein, M.P. Zanna, and J.M. Olson (Eds.), *Motivated social perception: The Ontario Symposium Volume 9* (pp. 247-276). Mahwah, NJ: Erlbaum.

Manuscripts Under Review

- Friedman, R.S.**, Neill, W.T., Seror, G.A.** , & Kleinsmith, A.L.** (conditionally accepted). Average pitch height and perceived emotional expression within an unconventional tuning system. *Music Perception*.
- Stepanova, E.V., Bartholow, B.D., Sauls, J.S., **Friedman, R.S.**, & Hollis, A.M. (conditionally accepted). Alcohol-related cues and the expression of outgroup hostility. *Social Psychology*.

Refereed Presentations

Spoken Presentations

- 2017 Eastman School of Music, Music Cognition Symposium, Rochester, NY
2016 Eastman School of Music, Music Cognition Symposium, Rochester, NY
Harvard University, Northeast Music Cognition Interest Group, Cambridge, MA

- 2015 Eastman School of Music, Music Cognition Symposium, Rochester, NY
Wesleyan University, Northeast Music Cognition Interest Group, Middletown, CT
- 2014 International Association Experimental Aesthetics, New York, NY
New Directions in Motivational Science, New Paltz, NY
- 2013 University of Rochester, Social Psychology Area, Rochester, NY
- 2012 Syracuse University, Social Psychology Area, Syracuse, NY
- 2011 European Association for Experimental Social Psychology, Stockholm, Sweden
- 2010 Social Psychologists in Texas, Arlington, TX
- 2009 National Black Graduate Conference in Psychology, NYU, New York, NY
- 2008 European Association for Experimental Social Psychology, Opatija, Croatia
New Directions in Motivational Science Conference, Columbia University, New York, NY
- 2006 Research Society on Alcoholism Conference, Baltimore, MD
Vassar College, Department of Psychology, Poughkeepsie, NY
SUNY- Albany, Department of Psychology, Albany, NY
- 2005 University of Kansas, Department of Psychology, Lawrence, KS
Midwestern Psychological Association (Invited Paper)
Duke University, Department of Psychology, Durham, NC
SARMAC Conference, Wellington, New Zealand
- 2003 SPAM Conference, Urbana-Champaign, IL
International University Bremen, Department of Psychology, Bremen, Germany
- 2002 University of Miami, Department of Psychology, Miami, FL
University of Western Ontario, Department of Psychology, London, ON, Canada
San Diego State University, Department of Psychology, San Diego, CA
University of Wisconsin- Madison, Department of Psychology, Madison, WI
- 2001 Society of Experimental Social Psychology, Spokane, WA
University of Oklahoma, Department of Psychology, Norman, OK
Duke University, Department of Psychology, Durham, NC
- 2000 Society for Personality and Social Psychology, Nashville, TN

Poster Presentations

- Friedman, R.S.** (2017). Revisiting the effects of sad emotion on music preference. Poster presented at the biennial meeting of the Society for Music Perception and Cognition, San Diego, CA, July, 2017.

- Friedman, R.S.**, Kleinsmith, A.L., Neill, W.T. (2017). Reinvestigating the psychological function of final ritardandi. Poster presented at the biennial meeting of the Society for Music Perception and Cognition, San Diego, CA, July, 2017.
- Friedman, R.S.**, & Taylor, C.L. (2014). Exploring emotional responses to computationally-created music. Poster presented at the meeting of the International Association of Experimental Aesthetics. New York, NY, August, 2014.
- Friedman, R.S.**, & Taylor, C.L. (2014). Re-exploring the link between sad mood and music preference. Poster presented at the annual meeting of the Eastern Psychological Association. Boston, MA, March, 2014.
- Friedman, R.S.**, & Sutton, B. (2011). Upholding War?: System justification, commercial advertising, and civilian casualty tolerance. Poster presented at the annual meeting for the American Sociological Association. Las Vegas, NV, August, 2011.
- Hicks, J.A., Pedersen, S.L., **Friedman, R.S.**, & McCarthy, D.M. (2011). Expecting innovation: Psychoactive drug primes and the generation of creative solutions. Poster presented at the meeting of the European Association of Social Psychology. Stockholm, Sweden, July, 2011.
- Treloar, H.R., **Friedman, R.S.**, Christ, S.E., & McCarthy, D.M. (2010). Alcohol outcome priming, expectancy strength, and attentional bias for alcohol-related stimuli. Poster presented at the annual meeting for the Research Society on Alcoholism, San Antonio, TX, June, 2010.
- Freeman, N.** , **Friedman, R.S.**, Bartholow, B.D., & Wulfert, E. (2010). Exposure to alcohol cues leads to subsequent social disinhibition. Poster presented at the annual meeting for the Society of Personality and Social Psychology, Las Vegas, NV, 2010.
- Walden, N.J.** , & **Friedman, R.S.** (2008). When learning goals and effort attributions are not protective: Effects of goal orientation and implicit theory of sloth on responses to low effort failure. Poster presented at the annual meeting for the Society of Personality and Social Psychology, Albuquerque, NM, 2008.
- Hicks, J. A.** , Pedersen, S. P.** , & McCarthy, D. M. , & **Friedman, R.S.** (2008). Marijuana cues, expectancies, arithmetic efficiency, and the distortion of time. Poster presented at the annual meeting for the Society of Personality and Social Psychology, Albuquerque, NM, 2008.

Hicks, J.A.**, Schlegel, R.J.**, & **Friedman, R.S.** Alcohol cues, expectancies, and the working self-concept. Presented at annual meeting of the Research Society on Alcoholism, Chicago, IL, July, 2007.

Hicks, J.A.**, Schlegel, R.J.**, & **Friedman, R.S.** Alcohol cues, expectancies, and the working self-concept. Presented at Guze Symposium on Alcoholism, St. Louis, MO, February, 2007.

Fishbach, A., **Friedman, R.S.**, Shah, J.Y., & Kruglanski, A.W. Emotional transfer in goal systems. Poster presented at Society for Personality and Social Psychology Conference, Savannah, GA, February, 2002.

Friedman, R.S., & Förster, J. The influence of affective cues on creative cognition. Poster presented at Feelings and Emotions Conference, University of Amsterdam, Holland, June, 2001.

Fishbach, A., **Friedman, R.S.**, Shah, J.Y., & Kruglanski, A.W. Goal systems theory: Emotional transfer in goal hierarchies. Poster presented at Feelings and Emotions Conference, University of Amsterdam, Holland, June, 2001.

May, D., **Friedman, R.S.**, Higgins, E.T. Task-framing and intrinsic motivation: The role of regulatory focus. Poster presented at the Society for Personality and Social Psychology meeting, San Antonio, TX, February, 2001.

Grant Activity/Monetary Awards

Fall 2009 – Fall 2011

NIAAA R03 Grant: *Effects of Outcome Cues on Alcohol-Related Cognition and Alcohol Use*

Amount Requested: \$163,769

Amount Funded: \$163,769

Co-PI: Denis McCarthy

Purpose: To investigate the cognitive processes underlying the effects of alcohol expectancy cues on alcohol consumption

Fall 2005 - Summer 2007

Alcohol Beverage Medical Research Foundation Grant: *Automatic Effects of Alcohol Expectancies on Consumptive and Non-Consumptive Behavior*

Amount Requested: \$115,000

Amount Funded: \$115,000

Purpose: To investigate the effects of alcohol cues on consumptive and non-consumptive behavior

Fall 2004 – Summer 2005

NIMH B/START Grant: *Mood and Cognitive Processing: An Integrative Model*

Amount Requested: \$73,016

Amount Funded: \$73,016

Purpose: To propose and test an integrative model accounting for the effect of mood on creative thought

Fall 2003 – Summer 2004

Research Board of the University of Missouri Grant: *Influences of Motivational Tactics on Performance*

Amount Funded: \$20,207

Purpose: To propose and test a model of the influence of task framing on creativity

Other

Press Coverage

- Media interviews regarding *Science* article by Mehta & Zhu (2009) which conceptually replicated work by Friedman, Förster, and colleagues:
 - February 4, 2009; ABC News; Dana Foundation; *Wired*
- Media interviews regarding Friedman et al. (2005) article in *Addiction*:
 - May 10, 2005; *New York Times*, “A Verbal Aphrodisiac Cocktail”
 - May 16, 2005; *U.S. News & World Report*, “Hey, Baby, I Think You’re Cute”
 - Radio interviews in Philadelphia, PA and Perth, Australia
 - ABC News
 - Additional newspaper and internet coverage in more than 10 countries
- Media interview regarding Friedman & Förster (2001) article in *Journal of Personality and Social Psychology*:
 - July, 2002; *Redbook*, “Instant Creativity”

Teaching

Teaching Experience

University at Albany

Graduate Courses:

Attitudes and Social Cognition

Social Psychology

Undergraduate Courses:

Experimental Psychology
Introduction to Psychology

University of Missouri- Columbia

Graduate Courses:

Survey of Social Psychology

Undergraduate Courses:

Research Methods

University of Maryland, College Park

Undergraduate Courses:

Introduction to Social Psychology
Research Methods in Social Psychology

Advising

Dissertation Chair

Barnes, C. (completed, 2014).
Campbell, D. (in progress).
DeMarco, T.C. (in progress).
Taylor, C. (in progress).
Walden, N. (in progress).
Zavoyskiy, S. (in progress).

Dissertation Committee Member

Jia, F. (2017; Drexel University)
Permzadian, V. (2017)
O'Malley, E. (2017)
Seror, G. (2016)
Perella, J. (2013)
Berry, J. (2011)
Paris, J. (2011)
Boren, L. (2010)
Freeman, N. (2010)
Oezelsel, A. (2006; International University Bremen, Germany)
Routledge, C. (2005; University of Missouri-Columbia)

600 Project (Master's Equivalency) Committee Member

DeMarco, T. (2015).
 Kleinsmith, A. (2015).
 O'Malley, E. (2014).
 Layton, R. (2012).
 Rosman, H.

Service at the University at Albany

University

2017	Co-founder of Waste Diversion Research Group
2016	Participant in Academic Forum on Sustainability and ad-hoc committee to enhance incorporation of sustainability into university curriculum
	Founding member of Waste Diversion committee
2013	Participant in "Dialogue in Action Series" (Diversity and Inclusion)
2009-present	IRB Representative

Departmental

2017	Member of Child Clinical Search Committee
2016	Member of Ad-Hoc Committee to enhance research experience among undergraduates in APSY 101 and 211
2016	Member of I/O Search Committee (two searches)
	Member of Social/Personality Area Search Committee
2016	Member of Ad-Hoc Committee to develop new curriculum with members of the Department of Atmospheric and Environmental Sciences
2014 – present	Director of Social/Personality Area
2014 – present	Member of Executive Committee
2014	Member of Ad-Hoc Self-Study Committee (Assessment Plan)
2013	Member of Ad-Hoc Gen Ed Committee
2013	Member of Social Area Search Committee
2011 – present	Awards Committee
2008	Member of I/O Faculty Search Committee
2007	Representative to the Fall Open House
2007 – present	Member of Graduate Committee
2006 – present	Member of Colloquium Committee

Professional

2011-present	Executive Committee member, Chair of the Peace and Justice Committee,
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2008 elected member of statewide Labor and Higher Education and Solidarity
 Committees; United University Professions, Albany Chapter
 Member of scientific program committee for European Association for
 Experimental Social Psychology Conference

Review Activities

Editorial Board Service:

Journal of Personality and Social Psychology (2011 – 2013)
Journal of Research in Personality (2005 – 2007)
Personality and Social Psychology Bulletin (2005 – present)
Social Cognition (2005 – present)

Ad-Hoc Reviewer (Journals):

Addiction Research & Theory
Alcoholism: Clinical and Experimental Research
American Psychologist
Arts and Health
Basic and Applied Social Psychology
Cognition
Cognition & Emotion
Emotion
Emotion Review
European Journal of Cognitive Psychology
European Journal of Social Psychology
Experimental and Clinical Psychopharmacology
Experimental Psychology
International Review of Social Psychology
Journal of Abnormal Psychology
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Media Psychology
Journal of Personality and Social Psychology
Journal of Social & Clinical Psychology
Journal of Research in Personality
Journal of Women, Politics, and Policy
Learning and Individual Differences
Media Psychology
Motivation and Emotion
Personality and Individual Differences
Psychology of Aesthetics, Creativity, and the Arts
Psychological Bulletin

Psychological Science
Psychology of Addictive Behaviors
Self & Identity
Scandinavian Journal of Psychology
Science
Social Cognition
Social and Personality Psychology Compass
Social Psychology
Spanish Journal of Psychology

Ad-Hoc Reviewer (Grants):

Economic and Social Research Council (United Kingdom)
Israel Science Foundation
National Science Foundation
Netherlands Organisation for Scientific Research
Social Sciences and Humanities Research Council (Canada)

Promotion and Tenure Letters Written:

2012 (1)