

WILHELM HOFMANN
CURRICULUM VITAE

PERSONAL DATA

The University of Chicago
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ACADEMIC POSITIONS

- 10/10- Assistant Professor of Behavioral Science, Center for Decision Research,
Booth School of Business, University of Chicago
Affiliated faculty member, Department of Psychology, University of Chicago
- 09/09-09/10 Assistant Professor (part-time), Department of Psychology, University of
Amsterdam
- 04/07-09/10 Research Associate (Assistant professor equivalent), Department of
Psychology, University of Würzburg
- 10/04-03/07 Lecturer and Research Scientist, Department of Psychology, University of
Landau
- 10/01-04/03 Research Assistant, Department of Psychology, University of Trier
- 09/00-05/01 Teaching Assistant, Department of Psychology, University of Iowa

EDUCATION

- 2006 Ph.D. (summa cum laude), Psychology, University of Landau
Dissertation: *Moderators of Implicit-Explicit Consistency*
- 2003 M.A., Psychology, University of Trier
- 2000 B.A., Psychology, University of Trier

HONORS AND AWARDS

- 2012 Early Career Award of the International Social Cognition Network (ISCON)
- 2010 Distinguished Young Scientist Award (Heinz-Maier-Leibnitz Award) of the
German Science Foundation. Awarded annually to young researchers across
disciplines for outstanding scientific achievements.
- 2009 William Stern Award of the Personality Psychology Division of the German

	Psychological Society
2007	Best Dissertation Award, University of Landau
2007	Best Paper Award from the German Association of Media Psychology
2007	SPSP Graduate Student Travel Award
2005	Wiley Award for best publication on Masters or Ph.D level in the European Journal of Personality
2005	Best Degree in Sociology, University of Trier
2003	German Students Award (1 st price), Körber-Foundation

GRANTS AND FELLOWSHIPS

2009-2011	Research Grant: "Impulse Control", German Science Foundation (DFG)
2010	Heinz-Maier-Leibnitz Independent Research Grant, German Science Foundation (DFG)
2009	Research Exchange Grant, Utrecht University, German Academic Exchange Service (DAAD)
2008	Research Grant: "Meta-Analysis of Evaluative Conditioning Effects", Universitätsbund Würzburg
2007	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
2006	Research Exchange Grant, Harvard University, German Academic Exchange Service (DAAD)
2004	Doctoral Fellowship, German National Academic Foundation
2004	Research Exchange Grant, University of Padova, Italy, German Academic Exchange Service (DAAD)
2004	Research Grant, Körber Foundation
2000-2001	Fulbright Travel Grant
2000-2001	Study Abroad Grant, University of Iowa, USA, International Student Exchange Program (ISEP)

RESEARCH INTERESTS

My main research interests concern the interplay of automatic (impulsive) and controlled (reasoned) processes on the self-regulation of behavior. I am interested in understanding when and why impulsive versus reflective precursors influence self-regulatory behavior such as healthy eating and drinking, consumer choice, sexual interest behavior, anger expression, or interracial interaction. Recently, I investigated the role of individual

differences in working memory capacity and behavioral inhibition, as well as situational influences such as ego depletion, alcohol, and mortality salience in shifting the relative weight of impulsive versus reflective influences on behavior. Furthermore, I am conducting research on the consistency between implicit and explicit mental representations, self-knowledge, and evaluative conditioning. In my methodological approach, I strive to combine the rigor of experimental research and social-cognitive measurement tools with the external validity of behavioral data from everyday life.

PUBLICATIONS

JOURNAL ARTICLES

- Hofmann, W.**, Baumeister, R. F., Foerster, G., & Vohs, K. D. (in press). Everyday temptations: An experience sampling study of desire, conflict, and self-control. *Journal of Personality and Social Psychology*.
- Hofmann, W.**, Vohs, K. D., & Baumeister, R. F. (in press). What people desire, feel conflicted about, and try to resist in everyday life. *Psychological Science*.
- Hofmann, W.** & Fisher, R. (in press). How guilt and pride shape subsequent self-control. *Social Psychological and Personality Science*.
- Luhmann, M., **Hofmann, W.**, Eid, M., & Lucas, R. E. (in press). Subjective well-being and adaptation to life events: A meta-analysis. *Journal of Personality and Social Psychology*.
- Friese, M., **Hofmann, W.**, & Wiers, R. W. (2011). On taming horses and strengthening riders: Recent developments in research on interventions to improve self-control in health behaviors. *Self and Identity, 10*, 336-351.
- Hofmann, W.**, Friese, M., & Wiers, R. W. (2011). Impulsive processes in the self-regulation of health behavior: Theoretical and methodological considerations in response to commentaries. *Health Psychology Review, 5*, 162-171.
- Zinkernagel, A., **Hofmann, W.**, Dislich, F. X. R., Gschwendner, T., & Schmitt, M. (2011). Indirect assessment of disgust sensitivity. *European Journal of Psychological Assessment, 27*, 237-243.
- Friese, M., Bargas-Avila, J., **Hofmann, W.**, & Wiers, R. W. (2010). Here's looking at you, Bud: Alcohol-related memory structures predict eye movements for social drinkers with low executive control. *Social Psychological and Personality Science, 1*, 143-151.
- Hofmann, W.**, Koningsbruggen, G. M., Stroebe, W., Ramanathan, S., & Aarts, H. (2010). As pleasure unfolds: Hedonic responses to tempting food. *Psychological Science, 21*, 1863-1870.
- Hofmann, W.**, De Houwer, J., Perugini, M., Baeyens, F., & Crombez, G. (2010). Evaluative conditioning in humans: A meta-analysis. *Psychological Bulletin, 136*, 390-421.
- Hofmann, W.**, Deutsch, R., Banaji, M. R., & Lancaster, K. (2010). Cooling the heat of temptation: Mental self-control strategies and implicit attitude change. *European Journal of Social Psychology, 40*, 17-25.
- Hofmann, W.** (2010). Intersection 'control': Bridging cognitive and personality psychology. *European Journal of Personality, 24*, 407-409.
- Hofmann, W.**, & Baumert, A. (2010). Immediate affect as a basis for moral judgment: An adaptation of the affect misattribution procedure. *Cognition and Emotion, 24*, 522-535.

- Nederkoorn, C., Houben, K., **Hofmann, W.**, Roefs, A., & Jansen, A. (2010). Control yourself or just eat what you like? Weight gain over a year is predicted by an interactive effect of response inhibition and preference for high fat foods. *Health Psychology, 29*, 389-393.
- Wiers, R. W. & **Hofmann, W.** (2010). Implicit cognition and health psychology: Changing perspectives and new interventions. *European Health Psychologist, 12*, 4-6.
- Wiers, R. W., Ames, S. L., **Hofmann, W.**, Krank, M., & Stacy, A. (2010). Impulsivity, impulsive and reflective processes and the development of alcohol use and misuse in adolescents and young adults. *Frontiers in Psychopathology, 1*, 144.
- 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.
- Hofmann, W.**, Friese, M., & Strack, F. (2009). Impulse and self-control from a dual-systems perspective. *Perspectives on Psychological Science, 4*, 162-176.
- 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., & 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.
- 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.
- 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.
- 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.
- 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.
- 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., & 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., 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. & 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.
- 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.
- 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. *
- * Ranked #3 of the Top 10 Most Frequently Cited Articles Published in the *Journal of Experimental Social Psychology* between 2007 and 2011.
- 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-explizit-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.**, 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., Nosek, B. A., & Schmitt, M. (2005). What moderates implicit-explicit consistency? *European Review of Social Psychology, 16*, 335-390.
- 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. *
- * Awarded with the 2005 Wiley Award for best publication on Masters or Ph.D level in the *European Journal of Personality*.
- 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.**, Förster, G., Stroebe, W., & Wiers, R. W. (2011). The great disinhibitor: Alcohol, food cues, and eating behavior. In V. R. Preedy, R. R. Watson & C. R. Martin (Eds.), *Handbook of behavior, food, and nutrition* (pp. 2977-2991). New York: Springer.
- Schmeichel, B. J. & **Hofmann, W.** (2011). Working memory, executive control, and self-regulation. In: K. C. Klauer, C. Stahl & A. Voss (Eds.). *Cognitive methods in social psychology* (pp. 184-205). New York: Guilford Press.
- Hofmann, W.** & Wilson, T. D. (2010). Consciousness, introspection, and the adaptive unconscious. In: B. Gawronski, & B. K. Payne (Eds.), *Handbook of implicit social cognition: Measurement, theory, and applications* (pp. 197-215). New York: Guilford Press.
- Hofmann, W.**, Friese, M., Schmeichel, B. J., & Baddeley, A. D. (2010). Working memory and self-regulation. In: R. F. Baumeister & K. D. Vohs (Eds.). *Handbook of self-regulation: Research, theory, and applications* (2nd ed., pp. 204-225). New York: Guilford Press.
- Wiers, R. W., Houben, K., Roefs, A., De Jong, P., **Hofmann, W.**, & Stacy, A. (2010). Implicit cognition in health psychology: Why common sense goes out of the window. In: B. Gawronski, & B. K. Payne (Eds.), *Handbook of implicit social cognition: Measurement, theory, and applications* (pp. 463-488). New York: Guilford Press.
- 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.

BOOKS

- Rasch, B., Friese, M., **Hofmann, W.**, & Naumann, E. (2010). *Quantitative Methoden [Quantitative methods]*. Volume 1. (3rd Edition). Berlin: Springer.
- Rasch, B., Friese, M., **Hofmann, W.**, & Naumann, E. (2010). *Quantitative Methoden [Quantitative methods]*. Volume 2 (3rd Edition). Berlin: Springer.

STATISTICAL TOOLS (FREEWARE)

- Hofmann, W.** (2010). Extension of MODPROBE macro by Andrew Hayes (2009), Version 2.5. [Computer Software]. Würzburg, Germany.

Hofmann, W. (2010). Extension of meta-analysis macros by David Wilson (2001), [Computer Software]. Würzburg, Germany.

ORGANIZED SYMPOSIA

Vohs, K. D., & **Hofmann, W.** (2011, October). *The waxing and waning of desire*. Symposium at the 2011 North American conference of the Association for Consumer Research, St. Louis, MO.

Adriaanse, M., & **Hofmann, W.** (2011, September). *Self-control of eating behaviour*. Symposium at the 2011 conference of the European Health Psychology Society (EHPS), Crete, Greece.

Vohs, K. D., & **Hofmann, W.** (2011, January). *Taking it to the streets: The study of self-control beyond sophomores in the lab*. Symposium at the 11th Annual Meeting of the Society for Personality and Social Psychology (SPSP), San Antonio, TX.

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

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.

INVITED TALKS AND COLLOQUIA

Hofmann, W. (2012, January). *Using Implicit Measures in Attitude and Personality Research*. Invited talk at the GSC and Training Committee Pre-Conference: Innovative Methods in Social and Personality Psychology.

Hofmann, W. (2011, October). *Everyday temptations: An experience sampling study on how people control their desires*. Invited talk at the Center for Addictions, Personality, and Emotion Research, Department of Psychology, University of Maryland, College Park.

Hofmann, W. (2011, October). *Everyday temptations: An experience sampling study on how people control their desires*. Invited talk at the Department of Psychology, University of Illinois, Chicago.

Hofmann, W. (2011, September). *Everyday temptations: An experience sampling study on how people control their desires*. Invited talk at the Department of Psychology, University of Iowa, Iowa City.

- Hofmann, W. (2010, November). *Everyday temptations: An experience sampling study on how people control their desires*. Invited talk at the Department of Psychology, Northwestern University, Chicago.
- Hofmann, W. (2010, November). *Everyday temptations: An experience sampling study on how people control their desires*. Invited talk at the Department of Psychology, University of Chicago.
- Hofmann, W. (2010, September). *Everyday temptations: An experience sampling study on how people control their desires*. Invited talk at the Department of Psychology, Leiden University, Leiden, The Netherlands.
- Hofmann, W. (2010, September). *Everyday temptations: An experience sampling study on how people control their desires*. Invited talk at the Department of Psychology, University of Amsterdam, Amsterdam, The Netherlands.
- Hofmann, W. (2010, September). *Dynamics of self-control*. Invited talk at the Department of Psychology, Universität Konstanz, Konstanz, Germany.
- Hofmann, W. (2009, September). *Working memory capacity and self-control*. Award address presented on the 10th meeting of Personality Psychology and Diagnostics of the German Association of Psychology, Landau, Germany.
- Hofmann, W. (2009, June). *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. (2008, November). *Impulse and Restraint from a Dual-Systems Perspective*. Invited talk at the Department of Psychology, Maastricht University, The Netherlands.
- Hofmann, W. (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. (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. (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. (2008, June). *Studies on temptation: Impulsive and reflective influences on the self-regulation of behavior*. Department of Psychology, Free University, Berlin, Germany.
- Hofmann, W. (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. (2008, June). *Studies on temptation: Impulsive and reflective influences on the self-regulation of behavior*. Department of Psychology, University of Freiburg Germany.
- Hofmann, W. (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. (2007, July). *When and why do implicit measures predict behavior?* Invited talk at the Unilever Workshop on Implicit Attitude Change, Bertinoro, Italy.
- Hofmann, W. (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.
- Hofmann, W. (2007, March). *The power of the unconscious*. Invited talk at the Daimler-Chrysler Children's' University, Rastatt, Germany.
- Hofmann, W. (2007, January). *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. (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, June). *The power of the unconscious*. Invited talk at the Children's' University at the University of Koblenz-Landau, 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. (2011, January). *Moderated regression analysis*. Workshop given at the University of Chicago Booth School of Business, Chicago, USA.

Hofmann, W. (2008, August). *Moderated regression analysis*. Workshop given at the European Association for Social Psychology summer school 2008 at Cardiff University, Cardiff, UK.

CONFERENCE PRESENTATIONS

Hofmann, W., Vohs, K. D., Foerster, G., & Baumeister, R. F. (2012, January). *Getting beeped with the hand in the cookie jar: Sampling desire, conflict, and self-control in everyday life*. Paper to be presented at the 13th meeting of the Society for Personality and Social Psychology, San Diego, CA.

Hofmann, W., Vohs, K. D., Foerster, G., & Baumeister, R. F. (2011, October). *Everyday temptations: An experience sampling study on how people control their desires*. Paper presented at the 2011 North American conference of the Association for Consumer Research, St. Louis, MO.

Hofmann, W., Adriaanse, M., Vohs, K. D., & Baumeister, R. F. (2011, September). *A week in the life: An experience sampling study on dieters' self-control of healthy and unhealthy food cravings*. Paper presented at the 25th Annual Conference of the European Health Psychology Society, Crete, Greece.

Hofmann, W., Vohs, K. D., Luhmann, M. & Baumeister, R. F. (2011, July). *Guilt and pride in everyday self-regulation*. Paper presented at the annual meeting of the International Society for the Study of Emotion, Kyoto, Japan.

Hofmann, W., Vohs, K. D., Foerster, G., & Baumeister, R. F. (2011, July). *Everyday temptations: An experience sampling study on how people regulate their desires*. Poster presented at the 16th meeting of the European Association of Social Psychology conference, Stockholm, Sweden.

Hofmann, W., Vohs, K. D., & Baumeister, R. F. (2011, May). *Everyday temptations: An experience sampling study on how people control their desires*. Paper presented at the 17th annual meeting of the Social Psychologists of Chicago, Chicago, IL.

Hofmann, W., Vohs, K. D., & Baumeister, R. F. (2011, January). *Everyday temptations: An experience sampling study on how people control their desires*. Paper presented at the 12th annual conference of the Society for Personality and Social Psychology, San Antonio, TX.

Hofmann, W., Friese, M., & Wiers, R. W. (2010, June). *The horse and the rider: Impulsive and self-regulatory influences on alcohol-related attention and consumption*. Paper presented on the 33rd meeting of the Research Society on Alcohol Scientific Meeting, San Antonio, TX.

Hofmann, W. & Friese, M. (2010, January). *Working memory capacity and the control of desire-driven attention and impulses*. Paper presented at the 11th annual conference of the Society for Personality and Social Psychology, Las Vegas, NV.

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). *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.
- 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.
- 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.
- 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.
- 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). *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). *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.** & 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). *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.**, 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.**, 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). *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). *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). *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). *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

- 2011 Self-Regulation and Self-Control (University of Chicago)
- 2011 Managing in Organizations (University of Chicago)
- 2010 Social Development (University of Amsterdam)
- 2010 Motivation and Emotion (University of Würzburg)
- 2010 Applied Motivation Psychology (University of Würzburg)
- 2010 Adolescence and Self-Regulation (University of Amsterdam)
- 2009 Automatic and Controlled Processes (University of Würzburg)
- 2009 Impulsivity and 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 Psychology of Self-Regulation (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

- 2011 Nadav Klein, University of Chicago (Curriculum Paper Reader)
 2011 Rachel Fisher, University of Chicago (Summer Project Advisor)
 2011 Julia Hur, University of Chicago (Masters Thesis)
 2011 Stacey Finkelstein, University of Chicago (Member of Defense Committee)
 2009 Georg Förster, University of Würzburg (Ph.D student)
 2009 Martijn Veltkamp, Universiteit Utrecht (Member of Defense Committee)
 2009 Verena Ott, University of Würzburg (Masters thesis)
 2008 Simone Gruß, 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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Special Issue of the European Journal of Psychological Assessment on Indirect Assessment (2008)

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Group Processes and Intergroup Relations

Health Psychology
Health Psychology Review
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Journal of Applied Social Psychology
Journal of Behavioral Medicine
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
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Journal of Research in Personality
Journal of Personality
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Social Cognition
Social Psychological and Personality Science

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Natural Sciences and Engineering Research Council of Canada (NSERC)
 National Science Foundation (NSF)
 The Netherlands Organisation for Health Research and Development (ZONMW)
 German Science Foundation (DFG)

PROFESSIONAL AFFILIATIONS

American Psychological Association (APA)
 American Psychological Society (APS)
 Association for Consumer Research (ACR)
 Association for Research in Personality (ARP)
 European Health Psychology Society (EHPS)
 Midwestern Psychological Association (MPA)
 Society for the Study of Motivation (SSM)
 Society for Personality and Social Psychology (SPSP)
 European Association of Social Psychology (EASP)

European Social Cognition Network (ESCON)
 German Psychological Association (DGPs)

POPULAR PRESS COVERAGE OF RESEARCH (SELECTION)

- Jarrett, C. (2012). Already struggling to keep New Year resolutions? Here's the first detailed study of daily temptation and resistance. *BPS Research Digest*.
- Lehrer, J. (2012). The willpower trick. *The Wired Magazine*.
- Tierney, J. (2012). Be it resolved. *The New York Times Magazine*.
- Baumeister, R. F., & Tierney, J. (2011). *Willpower. Rediscovering the greatest human strength*. Penguin Press.
- Hofmann, W. & Friese, M. (2011). Control yourself! *Scientific American Mind*, 8, 42-47.
- Tierney, J. (2011). Do you suffer from decision fatigue? *The New York Times Magazine*.
- Wray, H. (2010). Visions of sugarplums: The psychology of holiday temptation. *We're only human*. APS blog.
- Wray, H. (2010). Weight control: The psychology behind holiday pounds. *Huffington Post*.
- Jacobs, T. (2009). New weapons in the war between willpower and Willy Wonka. *Miller-McCune*.
- Jarrett, C. (2009). We're unable to read our own body language. *BPS Research Digest*.
- Pychyl, T. (2009). Control me or I will control you. *Psychology Today Blog*.
- Jacobs, T. (2008). Morbid thoughts influence food choices. *Miller-McCune*.

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