Mark Lepper
Albert Ray Lang Professor of Psychology, Emeritus

Bio

ACADEMIC APPOINTMENTS
• Emeritus Faculty, Acad Council, Psychology

Publications

PUBLICATIONS
• Affirming the Self to Promote Agreement With Another: Lowering a Psychological Barrier to Conflict Resolution PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN
  Ward, A., Atkins, D. C., Lepper, M. R., Ross, L.
  2011; 37 (9): 1216-1228
• The effects of person versus performance praise on children's motivation: Gender and age as moderating factors EDUCATIONAL PSYCHOLOGY
  Corpus, J. H., Lepper, M. R.
  2007; 27 (4): 487-508
• Intrinsic and extrinsic motivational orientations in the classroom: Age differences and academic correlates JOURNAL OF EDUCATIONAL PSYCHOLOGY
  Lepper, M. R., Corpus, J. H., Iyengar, S. S.
  2005; 97 (2): 184-196
• Houses built on sand: Effects of exemplar attitude stability on susceptibility attitude change JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
  Lord, C. G., Paulson, R. M., Sia, T. L., Thomas, J. C., Lepper, M. R.
  2004; 87 (6): 733-749
• Houses built on sand: effects of exemplar stability on susceptibility to attitude change. Journal of personality and social psychology
  Lord, C. G., Paulson, R. M., Sia, T. L., Thomas, J. C., Lepper, M. R.
  2004; 87 (6): 733-749
• Effects of attitude action identification on congruence between attitudes and behavioral intentions toward social groups PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN
  McIntyre, R. B., Paulson, R. M., Lord, C. G., Lepper, M. R.
  2004; 30 (9): 1151-1164
• The effects of praise on children's intrinsic motivation: A review and synthesis PSYCHOLOGICAL BULLETIN
  Henderlong, J., Lepper, M. R.
  2002; 128 (5): 774-795
• When choice is demotivating: Can one desire too much of a good thing? JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
  Iyengar, S. S., Lepper, M. R.
  2000; 79 (6): 995-1006
• The little engine that had an incremental theory ... An essay review of Self-Theories by Carol S. Dweck HUMAN DEVELOPMENT
Mark Lepper
http://cap.stanford.edu/profiles/Mark_Lepper/

Lepper, M. R., Henderlong, J.  
2000; 43 (3): 186-190

- Simulation of self-affirmation phenomena in cognitive dissonance  
  22nd Annual Conference of the Cognitive-Science-Society
  Schultz, T. R., Lepper, M. R.  
  LAWRENCE ERLBAUM ASSOC PUBL.2000: 464–468

- Understanding the effects of extrinsic rewards on intrinsic motivation - Uses and abuses of meta-analysis: Comment on Deci, Koestner, and Ryan (1999)  
  PSYCHOLOGICAL BULLETIN
  Lepper, M. R., Henderlong, J., Gingras, I.  
  1999; 125 (6): 669-676

- Activation of exemplars in the process of assessing social category attitudes  
  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
  Sia, T. L., Lord, C. G., Blessum, K. A., Thomas, J. C., Lepper, M. R.  
  1999; 76 (4): 517-532

- Rethinking the value of choice: A cultural perspective on intrinsic motivation  
  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
  Iyengar, S. S., Lepper, M. R.  
  1999; 76 (3): 349-366

- Free choice and cognitive dissonance revisited: Choosing "lesser evils" versus "greater goods"  
  PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN
  Shultz, T. R., Leveille, E., Lepper, M. R.  
  1999; 25 (1): 40-48

- Computer simulation of cognitive dissonance reduction  
  Conference on Cognitive Dissonance - Progress on a Pivotal Theory in Social Psychology
  Shultz, T. R., Lepper, M. R.  
  AMER PSYCHOLOGICAL ASSOC.1999: 235–265

- Is a rose always a rose? The role of social category exemplar change in attitude stability and attitude-behavior consistency  
  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
  1997; 72 (3): 501-514

- Intrinsic motivation and the process of learning: Beneficial effects of contextualization, personalization, and choice  
  JOURNAL OF EDUCATIONAL PSYCHOLOGY
  CORDOVA, D. I., Lepper, M. R.  
  1996; 88 (4): 715-730

- Cognitive dissonance reduction as constraint satisfaction  
  PSYCHOLOGICAL REVIEW
  Shultz, T. R., Lepper, M. R.  
  1996; 103 (2): 219-240

- Intrinsic motivation and extrinsic rewards: A commentary on Cameron and Pierce's meta-analysis  
  REVIEW OF EDUCATIONAL RESEARCH
  Lepper, M. R., Keavney, M., Drake, M.  
  1996; 66 (1): 5-32

- THEORY BY THE NUMBERS - SOME CONCERNS ABOUT METAANALYSIS AS A THEORETICAL TOOL  
  APPLIED COGNITIVE PSYCHOLOGY
  Lepper, M. R.  
  1995; 9 (5): 411-422

- TYPICALITY EFFECTS IN ATTITUDES TOWARD SOCIAL POLICIES - A CONCEPT-MAPPING APPROACH  
  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
  Lord, C. G., Desforges, D. M., Fein, S., PUGH, M. A., Lepper, M. R.  

- A DESIRE TO BE TAUGHT - INSTRUCTIONAL CONSEQUENCES OF INTRINSIC MOTIVATION  
  MOTIVATION AND EMOTION
  Lepper, M. R., CORDOVA, D. I.  
  1992; 16 (3): 187-208

- EFFECTS OF FANTASY CONTEXTS ON CHILDRENS LEARNING AND MOTIVATION - MAKING LEARNING MORE FUN  
  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Parker, L. E., Lepper, M. R.

• A CONSTRAINT SATISFACTION MODEL OF COGNITIVE-DISSONANCE PHENOMENA 14TH ANNUAL CONF OF THE COGNITIVE SCIENCE SOC
Shultz, T. R., Lepper, M. R.
LAWRENCE ERLBAUM ASSOC PUBL. 1992: 462–467

• TYPICALITY EFFECTS IN ATTITUDE BEHAVIOR CONSISTENCY - EFFECTS OF CATEGORY DISCRIMINATION AND CATEGORY KNOWLEDGE JOURNAL OF EXPERIMENTAL SOCIAL PSYCHOLOGY
1991; 27 (6): 550-575

• EFFECTS OF STRUCTURED COOPERATIVE CONTACT ON CHANGING NEGATIVE ATTITUDES TOWARD STIGMATIZED SOCIAL-GROUPS JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
1991; 60 (4): 531-544

• SELF-PERCEPTION AND SOCIAL-PERCEPTION PROCESSES IN TUTORING - SUBTLE SOCIAL-CONTROL STRATEGIES OF EXPERT TUTORS 6TH ONTARIO SYMP ON PERSONALITY AND SOCIAL PSYCHOLOGY: SELF-INFERENCE PROCESSES
LAWRENCE ERLBAUM ASSOC PUBL. 1990: 217–237

• CHILDREN AND COMPUTERS - APPROACHING THE 21ST-CENTURY AMERICAN PSYCHOLOGIST
Lepper, M. R., Gurman, J. L.
1989; 44 (2): 170-178

• MOTIVATIONAL CONSIDERATIONS IN THE STUDY OF INSTRUCTION COGNITION AND INSTRUCTION
Lepper, M. R.
1988; 5 (4): 289-309

• CORRELATES OF CHILDREN'S USAGE OF VIDEO-GAMES AND COMPUTERS JOURNAL OF APPLIED SOCIAL PSYCHOLOGY
Lin, S., Lepper, M. R.
1987; 17 (1): 72-93

• PERSISTENCE OF INACCURATE BELIEFS ABOUT THE SELF - PERSEVERANCE EFFECTS IN THE CLASSROOM JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Lepper, M. R., Ross, L., LAU, R. R.
1986; 50 (3): 482-491

• MICROCOMPUTERS IN EDUCATION - MOTIVATIONAL AND SOCIAL-ISSUES AMERICAN PSYCHOLOGIST
Lepper, M. R.

• THE HOSTILE MEDIA PHENOMENON - BIASED PERCEPTION AND PERCEPTIONS OF MEDIA BIAS IN COVERAGE OF THE BEIRUT MASSACRE JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
VALLONE, R. P., Ross, L., Lepper, M. R.
1985; 49 (3): 577-585

• Intrinsic Motivation and Instruction: Conflicting Views on the Role of Motivational Processes in Computer-Based Education EDUCATIONAL PSYCHOLOGIST
Lepper, M. R., Chabay, R. W.

• CONSIDERING THE OPPOSITE - A CORRECTIVE STRATEGY FOR SOCIAL JUDGMENT JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Lord, C. G., Lepper, M. R., Preston, E.
1984; 47 (6): 1231-1243

• ATTITUDE PROTOTYPES AS DETERMINANTS OF ATTITUDE BEHAVIOR CONSISTENCY JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
CONSEQUENCES OF SUPERFLUOUS SOCIAL CONSTRAINTS - EFFECTS ON YOUNG CHILDREN'S SOCIAL INFERENCES AND SUBSEQUENT INTRINSIC INTEREST. *Journal of Personality and Social Psychology*
Lepper, M. R., Sagotsky, G., Dafoe, J. L., Greene, D.
1982; 42 (1): 51-65

GENERALIZATION OF CHANGES IN CHILDREN'S PREFERENCES FOR EASY OR DIFFICULT GOALS INDUCED THROUGH PEER MODELING. *Child Development*
Sagotsky, G., Lepper, M. R.
1982; 53 (2): 372-375

ACCENTUATING THE POSITIVE - ELICITING GENERALIZED COMPLIANCE FROM CHILDREN THROUGH ACTIVITY-ORIENTED REQUESTS. *Journal of Personality and Social Psychology*
Lepper, M. R., Gilovich, T.
1982; 42 (2): 248-259

PERSEVERANCE OF SOCIAL THEORIES - THE ROLE OF EXPLANATION IN THE PERSISTENCE OF DISCREDITED INFORMATION. *Journal of Personality and Social Psychology*
Anderson, C. A., Lepper, M. R., Ross, L.
1980; 39 (11): 1037-1049

BIASED ASSIMILATION AND ATTITUDE POLARIZATION - EFFECTS OF PRIOR THEORIES ON SUBSEQUENTLY CONSIDERED EVIDENCE. *Journal of Personality and Social Psychology*
Lord, C. G., Ross, L., Lepper, M. R.
1979; 37 (11): 2098-2109

TRAINING CHILDREN'S SELF-CONTROL - FIELD EXPERIMENT IN SELF-MONITORING AND GOAL-SETTNG IN CLASSROOM. *Journal of Experimental Child Psychology*
Sagotsky, G., Patterson, C. J., Lepper, M. R.
1978; 25 (2): 242-253

PERSEVERANCE OF DISCREDITED SELF-PERCEPTIONS - BEYOND DEBRIEFING PARADIGM
Jennings, D. L., Lepper, M. R., Ross, L.
SAGE PUBLICATIONS INC. 1978: 357–57

SOCIAL EXPLANATION AND SOCIAL EXPECTATION - EFFECTS OF REAL AND HYPOTHETICAL EXPLANATIONS ON SUBJECTIVE LIKELIHOOD. *Journal of Personality and Social Psychology*
Ross, L., Lepper, M. R., Strack, F., Steinmetz, J.
1977; 35 (11): 817-829

EFFECTS OF EXTERNALLY IMPOSED DEADLINES ON SUBSEQUENT INTRINSIC MOTIVATION. *Journal of Personality and Social Psychology*
Amabile, T. M., DeJong, W., Lepper, M. R.
1976; 34 (1): 92-98

UNDERSTANDING OVERJUSTIFICATION - REPLY TO REISS AND SUSHINSKY. *Journal of Personality and Social Psychology*
Lepper, M. R., Greene, D.

OVERJUSTIFICATION IN A TOKEN-ECONOMY. *Journal of Personality and Social Psychology*
Greene, D., Sternberg, B., Lepper, M. R.
1976; 34 (6): 1219-1234

TURNING PLAY INTO WORK - EFFECTS OF ADULT SURVEILLANCE AND EXTRINSIC REWARDS ON CHILDREN'S INTRINSIC MOTIVATION. *Journal of Personality and Social Psychology*
Lepper, M. R., Greene, D.
1975; 31 (3): 479-486

WHEN 2 REWARDS ARE WORSE THAN ONE - EFFECTS OF EXTRINSIC REWARDS ON INTRINSIC MOTIVATION. *Phi Delta Kappan*
• GENERALIZATION AND PERSISTENCE OF EFFECTS OF EXPOSURE TO SELF-REINFORCEMENT MODELS  CHILD DEVELOPMENT
Lepper, M. R., SAGOTSKY, G., MAILER, J.
1975; 46 (3): 618-630

• PERSEVERANCE IN SELF-PERCEPTION AND SOCIAL PERCEPTION - BIASED ATTRIBUTIONAL PROCESSES IN DEBRIEFING PARADIGM  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Ross, L., Lepper, M. R., Hubbard, M.
1975; 32 (5): 880-892

• INDIVIDUAL CONSISTENCY IN PROXEMIC BEHAVIOR OF PRESCHOOL-CHILDREN  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
EBERTS, E. H., Lepper, M. R.
1975; 32 (5): 841-849

• INTRINSIC MOTIVATION - HOW TO TURN PLAY INTO WORK  PSYCHOLOGY TODAY
Greene, D., Lepper, M. R.
1974; 8 (4): 49-?

• CHILDREN'S OBEDIENCE TO ADULT REQUESTS - INTERACTIVE EFFECTS OF ANXIETY AROUSAL AND APPARENT PUNITIVENESS OF ADULT  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
CARLSMIT, J. M., Lepper, M. R., Landauer, T. K.
1974; 30 (6): 822-828

• UNDERMINING CHILDREN'S INTRINSIC INTEREST WITH EXTRINSIC REWARD - - TEST OF OVERJUSTIFICATION HYPOTHESIS  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Lepper, M. R., Greene, D., Nisbett, R. E.
1973; 28 (1): 129-137

• ATTENTIONAL MECHANISMS IN CHILDREN'S DEVALUATION OF A FORBIDDEN ACTIVITY IN A FORCED-COMPLIANCE SITUATION  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Zanna, M. P., Lepper, M. R., ABELSON, R. P.
1973; 28 (3): 355-359

• DISSONANCE, SELF-PERCEPTION, AND HONESTY IN CHILDREN  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Lepper, M. R.
1973; 25 (1): 65-74

• EXPERIMENTAL ANALYSIS OF FACTORS DETERMINING OBEDIENCE OF 4-YEAR-OLD CHILDREN TO ADULT FEMALES  CHILD DEVELOPMENT
Landauer, T. K., CARLSMIT, J. M., Lepper, M.
1970; 41 (3): 601-?

• COGNITIVE IRREVERSIBILITY IN A DISSONANCE-REDUCTION SITUATION  JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY
Lepper, M. R., Zanna, M. P., ABELSON, R. P.
1970; 16 (2): 191-?