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., Atkin, 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*
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
• **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-INFERECE PROCESSES*  
  LAWRENCE ERLBAUM ASSOC PUBL. 1990: 217–237

• **CHILDREN AND COMPUTERS - APPROACHING THE 21ST-CENTURY**  
  *AMERICAN PSYCHOLOGIST*  
  Lepper, M. R., Gurmer, 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-SETTING 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
Lepper, M. R., Greene, D.
1975; 56 (8): 565-566

• 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-?

• CHILDRENS 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 CHILDRENS 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 CHILDRENS 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-?