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*
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*  
Schultz, 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., Gurtner, 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-?

• 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-?