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., Blesssum, 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 SYMPOSSIUM ON PERSONALITY AND SOCIAL PSYCHOLOGY: SELF-INFERENCER 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
Lord, C. G., Lepper, M. R., Mackie, D.
1984; 46 (6): 1254-1266

- **CONSEQUENCES OF SUPERFLUOUS SOCIAL CONSTRAINTS - EFFECTS ON YOUNG CHILDREN'S SOCIAL INFERENCE 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-?