CURRICULUM VITAE
Michael A. Zárate

Date 1/2017

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Education

Ph. D.	Purdue University (1990) - Social Psychology
M.S.	Purdue University (1987) - Social Psychology
B.A.	University of California at Santa Barbara (1983) - Developmental Psychology

Professional Experience

Associate Dean for Research. College of Liberal Arts.		
	University of Texas at El Paso	2015 to present.
Professor	University of Texas at El Paso,	2003 to present.
Associate Professor	University of Texas at El Paso.	1996-2003.
Graduate Program Director- Dept of Psychology		1995-1997
Assistant Professor	University of Texas at El Paso.	1990-1996.

Grants and Funding

Zárate, M. A. (2015). *Memory consolidation, time, and social perception.* Proposal submitted to the National Science Foundation, July 15, 2015.

Nava, P., ,,,Zárate M. A., (2015). Cultivating productive partnerships: degree acceleration for women in engineering. Funded by COMMUNITIES FOUNDATION OF TEXAS (FNDN). $1,331,126.

Texas Regional STEM Degree Accelerator Initiative Implementation Grant Proposal. Proposal submitted May 11, 2015. Funded.

Zárate, M. A., Smith, B., Saribay, Adil (Boğaziçi University). Religion, leadership, and their role in the development of extreme collective action. Minerva research initiative ONRBAA14-013. Not funded.

M. Ostendorf (U of Washington, N. Smith (UW), J. Wilkerson (UW), D. Jurafsky (Stanford), D. Novick (UTEP), others, and me. Center for Language Science and Technology in a Networked Society. Partners: University of Washington, Stanford University, University of Texas at El Paso. Decision pending.

Kaiser, Cheryl. Perceptions of discrimination and the acquisition of partisan identity in immigrant communities. Funded by the Russell Sage Foundation. Awarded $235,763. My role is consultant.

Villa, E., Ceberio, M. C., Nava, P., Esquinca, A., Hsu, P., & Zárate, M. A. (2012). GSE/RSE Latinas in Computer Science and Engineering: A Qualitative Study Examining Identity and Agency for Resilience and Persistence. NSF HRD-1232447. 9/1/2012 to 8/31/2015. $524,960. My role ended in 2014.

Zárate, M. A.. (2005). Social psychology and virtual reality. STARS UT funding program. $192,000.

Zárate, M. A., & Rodriguez, S. F. (2003- 2008). Minority Health Research Development at the University of Texas at El Paso. Funded by the National Institute of Mental Health (2 R24 MH47167-11 through 15). Approved 5 year budget, $1,452,815.

Zárate, M. A., & Morera, O. (2002 - 2007). Career Opportunities in Research (COR) Training. Funded by the National Institute of Mental Health (2 T34 MH19978-05). Approved 5 year budget, $1,032,326.

Zárate, M. A. (2001).Career Opportunities in Research (COR) Training. National Institute of Mental Health (Ref: 5T34 NH 19978-02. Approved budget of $445,557). Original PI – Larry Cohn. 1998-2002.

Zárate, M. A. (1999). Minority Health Research Development at the University of Texas at El Paso. National Institute of Mental Health (Ref: 2 R2 MH47167-07, Approved 4 year budget $1,036,242.00). 1999-2003.

Zárate, M. A. Attention, Memory, and Social Perception in a Multicultural Environment. Funded by the National Science Foundation. (Ref: SBR-9507921, $110,678.00). 6/95 to 6/97.Research Experiences for Undergraduates (*REU*) supplement ($4,985). Grant total $115,683.00

Zárate, M. A. An Investigation of the Parameters of Stereotyping. Funded by the National Science Foundation. (Ref: DBS-9253059, $38,549.00). 9/92 to 3/94.

Peer reviewed publications

Hall, G. C. N., Yip, T., & Zárate, M. A. (2016). Disciplinary perspectives on multicultural research: Reply to Dvorakova (2016) and Yakushko et al. (2016). *American Psychologist*, 71, 892-893. http://dx.doi.org/10.1037/amp0000124

Hitlan, R. T., Zarate, M. A., Kelly, K., & DeSoto, M. C. (2016).. Linguistic ostracism causes prejudice: Support for a serial mediation effect. *Journal of Social Psychology*. 156, http://dx.doi.org/10.1080/00224545.2015.1119668

Hall, G. C. N., Yip, T., & Zárate, M. A. (2016). On Becoming Multicultural in a Monocultural Research World: A Conceptual Approach to Studying Ethnocultural Diversity. *American Psychologist*, 71, 40-51. http://dx.doi.org/10.1037/a0039734

Smith, B.A., & Zárate, M.A. (2015). The effects of religious priming and persuasion style on decision-making in a resource allocation task. *Peace and Conflict: Journal of Peace Psychology. 21, 665-668. http://dx.doi.org/10.1037/pac0000125*

Enge, L. R., Lupo, A. K., & Zárate, M. A. (2015). Neurocognitive mechanisms of prejudice formation: The role of time-dependent memory consolidation. *Psychological Science, 26,* 964-971. DOI: 10.1177/0956797615572903

Shenberger, J. M., Smith, B. A., & Zárate, M. A. (2014). The effect of religious imagery in a risk-taking paradigm. *Peace and Conflict: Journal of Peace Psychology, 20, 150-158.*

Nakamura, N., Tummala-Narra, P., & Zárate, M. A. (2013). Expanding our borders: Cultural diversity and ethnic minority psychology's special issue on immigration,

Cultural Diversity and Ethnic Minority Psychology, 19, 233-235. DOI: 10.1037/a0032959

American Psychological Association, Presidential Task Force on Immigration. (2012). *Crossroads: The psychology of immigration in the new century.* Washington, DC: American Psychological Association.
This is to be reprinted in *The Journal of Latina/o Psychology.*

Rivera, L. O., Arms-Chavez, C. J., & Zárate, M. A. (2012). Hemispheric resource availability influences face perception: A multiple resource approach to social perception. *Laterality: Asymmetries of Body, Brain and Cognition, 17*, 369-383. DOI:10.1080/1357650X.2011.586700

Zárate, M., Shaw, M., Marquez, J., & Biagas, D. (2012). Cultural inertia: The effects of cultural change on intergroup relations and the self-concept. *Journal of Experimental Social Psychology, 48, 634-645*. DOI:10.1016/j.jesp.2011.12.014

Zárate, M. A., & Quezada, S. (2011). Future directions in attitudes toward immigrants." *Analyses of Social Issues and Public Policy, 12, 160-169. DOI:OI: 10.1111/j.1530-2415.2011.01270.x*

Shaw, M., Quezada, S. A., & Zárate, M. A. (2011*)*. Violence with a conscience: religiosity and moral certainty as predictors of support for violent warfare. *Psychology of Violence. 1, 275-286.* DOI:*10.1037/a0025346*

Zárate, M. A., & Shaw, M. P. (2010).The role of cultural Inertia in reactions to immigration on the U.S./Mexico border. *Journal of Social Issues*, 66, 45-57. DOI:10.1111/j.1540-4560.2009.01632.x

Rivera, L. O., Arms-Chavez, C. J., & Zárate, M. A. (2009). Resource dependent effects during sex categorization. *Journal of Experimental Social Psychology,* 45, 908-912. DOI:10.1016/j.jesp.2009.04.023

Zárate, M. A. (2009). Editorial. *Cultural Diversity and Ethnic Minority Psychology, 15,* 105.

Zárate, M.A., Stoever, C.J., MacLin, M.K., & Chavez, C.J. (2008). Neurocognitive underpinnings of face perception: Further evidence of distinct person and group perception processes. *Journal of Personality and Social Psychology, 94,* 108-115. DOI:10.1037/0022-3514.94.1.108

Carpenter, S., Zárate, M. A., & Garza, A. (2007). Cultural pluralism and prejudice reduction. *Cultural Diversity and Ethnic Minority Psychology,13,* 83-93.

Hitlan, R. T., Carrillo, K., Zárate, M. A., & Aikman, S. N. (2007). Attitudes toward immigrant groups and the effects of the 9/11 terrorist attacks. *Peace and Conflict: Journal of Peace Psychology, 13 (2),* 1-18.

Hitlan, R. T., Kelly, K., Schepman, S., Schneider, K. T., & Zárate, M. A. (2006). Language Exclusion and the Consequences of Perceived Ostracism in the Workplace. *Group Dynamics: Theory, Research, and Practice, 10,* 56-70.

Zárate, M. A., & Sanders, J. D. (2004). Cerebral hemispheric asymmetries in group learning and social perception. *Cahiers de Psychologie Cognitive/Current Psychology of Cognition,* 22(4-5), 387-405.

Sanders, J. D., McClure, K. A., & Zárate, M. A. (2004). Cerebral hemispheric asymmetries in social perception: Perceiving and responding to the individual and the group. *Social Cognition, 22(3),* 279-291.

Zárate, M. A., Garcia, B., & Garza, A. A., & Hitlan, R. (2004). Cultural threat and perceived realistic group conflict as predictors of attitudes towards Mexican immigrants. *Journal of Experimental Social Psychology, 40,* 99-105.

Blot, K. J., Zárate, M. A., & Paulus, P. B. (2003). Code-Switching across Brainstorming Sessions: Implications for the Revised Hierarchical Model of Bilingual Language Processing. *Experimental Psychology, 50,* 171-183.

Zárate, M. A., & Garza, A. A. (2002). In-group distinctiveness and self-affirmation as dual components of prejudice reduction. *Self and Identity, 1,* 235-249.

Zárate, M. A., Uleman, J. S., & Voils, C. I. (2001). Effects of culture and processing goals on the activation and binding of trait concepts. *Social Cognition, 19,* 295-323.

Zárate, M. A., Sanders, J. D., & Garza, A. A. (2000). Neurological disassociations of social perception processes, *Social Cognition, 18,* 223-251.

Zárate, M. A., & Sanders, J. D. (1999). Face categorization, graded priming, and the mediating influences of similarity. *Social Cognition, 17,* 367-389.

Zárate, M. A., Bonilla, S., & Luévano, M. (1995). Ethnic influences on exemplar retrieval and stereotyping. *Social Cognition, 13,* 145-162.

Zárate, M. A., & Sandoval, P. (1995). The effects of contextual cues on making occupational and gender categorizations. *British Journal of Social Psychology, 34,* 353-362.

Smith, E. R., & Zárate, M. A. (1992). Exemplar-based model of social judgment. *Psychological Review, 99,* 3-21.

Reprinted in Hungarian as

Smith, E. R., & Zárate, M. A. (1999). Szociális ítéletalkotás mintapéldány alapú modellezése. In: György Hunyady, David L. Hamilton, Nguyen Luu Lan Anh (eds): A csoportok percepciója, pp. 265-302. Akadémiai Kiadó, Budapest, 1999.

Larsen, R. J., & Zarate, M. A. (1991). Extending reducer/augmenter theory into the emotion domain: The role of affect in regulating stimulation level. *Personality and Individual Differences, 12,* 713-723.

Zarate, M. A., & Smith, E. R. (1990). Person categorization and stereotyping, *Social Cognition, 8,* 161-185.

Smith, E. R., & Zarate, M. A. (1990). Exemplar and prototype use in social categorization, *Social Cognition, 8,* 243-262.

Book chapters and other publications.

Zárate, M. A., & Enge, L. (2013). The role of memory consolidation during sleep in social perception and stereotyping. Chapter in *The Neuroscience of prejudice.* N. Ellemers, D. T. Scheepers, & B. Derks (Eds.). pp 130-145. London, UK. Psychology Press.

Zárate, M. A, Quezada, S., Shenberger, J., & Lupo, A. (2014). Reducing racism and prejudice. Chapter in *Handbook of Multicultural Psychology.* F. Leong, L. Comas-Díaz, G. Nagayama Hall, V. C. McLoyd, Vonnie C. & J. Trimble, (Eds), (2014). APA handbook of multicultural psychology, Vol. 2: Applications and training. APA handbooks in psychology, (pp. 593-606). Washington, DC, US: American Psychological Association, ix, 723 pp. doi: 10.1037/14187-033

Zárate, M. A. (2009). Racism in the 21st century. In T. Nelson (Ed.). *Handbook of Prejudice and Stereotyping.* Erlbaum publishers. (pp 385-404).

Schepman, S. B., & Zárate, M. A. (2008).The Relationship between Burnout, Negative Affectivity and Organizational Citizenship Behavior for Human Services Employees. Proceedings of the World Academy of Science, Engineering, and Technology, (30), 437-442.

Shaw, M., & Zárate, M.A. (2007). A review of: Stereotypes and Prejudice in Conflict: Representations of Arabs in Israeli-Jewish Society. *Political Psychology. 28,* 375-378.

Zárate, M. A., Stoever, C. J. (2003). Decomposing the person perception process: Cerebral hemispheric asymmetries in social perception. In J. P. Forgas, K. D. Williams, & W. von Hippel. (Eds). *Social Judgments: Implicit and explicit processes.* New York, NY, Cambridge University Press, pp. 68-84

Kimble, C. E., Diaz-Loving, R., Hirt, E. R., Hosch, H. M., Lucker, G. W., & Zarate, M. A. (1999). *Social Psychology of the Americas.* Needham Heights, MA: Simon & Schuster Custom Publishing.

Rodriquez, S.F., & Zárate. M. A. (1999). Dual diagnosis. A training manual for the treatment of clients with co-morbid mental disorders and addictive disorders (non-refereed).

Invited symposium.

Zárate, M. A., Enge, L., & Lupo, A. (2014). The role of memory consolidation in social perception. Invited symposium at Rutgers University, November, 2014.

Zárate, M. A., & Ramos, C. (2014). Immigration. Two distinct views. Invited symposium at University of Nebraska. June, 2014.

Zárate, M. A. (2014). The publication process. Workshop given at Div 45 research conference. Eugene, Oregon. June 2014.

Zárate, M. A., & Yip, T. (2014). The Grant Proposal Process. Workshop given at Div 45 research conference. Eugene, Oregon. June 2014.

Zárate, M. A., Ramos, C., Lupo, A., Quezada, S., & Shenberger, J. (2013). Myths and realities regarding immigration. Invited symposium at Pacific Lutheran University, September, 2013.

Zárate, M. A.. (2013). Cultural Inertia and Immigration – or when theory goes applied. Invited symposium at Pacific Lutheran University, September, 2013.

Zárate, M. A. (2012). Cultural inertia: or – When theory goes applied. Invited presentation at the University of Nevada, Las Vegas. March, 2012.

Zárate, M. A. (2012). Well known secrets for earning tenure. Invited talk presented at the First Latina Researcher Conference – Increasing the pipeline for future scholars. April, 2012. John Jay College, NYC.

Zárate, M. A. (2012). Publishing tips. Invited talk presented at the Second Biennial APA Div 45 conference. May, 2012. Ann Arbor Michigan.

Zárate, M. A. (2012). Well known secrets for earning tenure. Invited talk presented at the Second Biennial APA Div 45 conference. May, 2012. Ann Arbor Michigan.

Zárate, M. A. (2012). Issues of Immigration. Plenary session. Invited talk presented at the Second Biennial APA Div 45 conference. May, 2012. Ann Arbor Michigan.

Zárate, M. A. (2011). How to publish. Invited talk presented at Western Psychological Association Los Angeles, CA, 2011.

Zárate, M. A. (2011). Cultural inertia and the role of change in intergroup relations. Invited talk presented at Western Psychological Association Los Angeles, CA, 2011.

Zárate, M. A. & Rivera, L. O. (2010). Person and group perception: Cerebral asymmetries and multiple resource theory. *Invited presentation at Universidad de Granada, May, 2010*

Zárate, M. A., & Shaw, M. P. (2010). Religious Identity and Intergroup Conflict. *Invited presentation at Universidad de Granada, May, 2010*

Zárate, M. A., & Shaw, M., & Quezada, S. (2010). The Effects of Cultural Inertia on Perceptions of Multiculturalism and Assimilation *Cerebral asymmetries in social perception, prejudice, and stereotyping. Invited presentation at Universidad de Granada, May, 2010*

Zárate, M. A. (2009).The Effects of Cultural Inertia on Perceptions of Multiculturalism and Assimilation. Florida Gulf Coast University. October, 2009.

Zárate, M. A. (2008). Cultural Inertia, Self identity, and Prejudice: Preliminary Findings Regarding the Effects of Cultural Inertia on Prejudice. Talk presented at San Diego State University, April 2008.

Zárate, M. A. (2008). How to publish. Invited speaker by the APA at the Rocky Mountain Psychological Association meetings, April, 2008. Boise Idaho.

Zárate, M. A. (2008). How to get tenure. Invited speaker by the APA Summer PSI. Washington DC, 2008.

Zárate, M. A. (2007). The Implications of Cultural Inertia for Assimilation and Multiculturalism. Invited presentation at the meetings of the American Psychological Association. San Francisco. August, 2007.

Zárate, M. A. (2006). Fear of Cultural Change in our Changing Social Environment. Invited presentation at the Society for the Advancement of Chicanos and Native Americans in Science. Tampa, FL, October, 2006.

Zárate, M. A. (2005). Models of intergroup similarity and prejudice towards immigrants. Invited presentation at the Society for the Advancement of Chicanos and Native Americans in Science. Denver, CO. October, 2005

Zárate, M. A. (2004). Person Perception, Prejudice and the Neurocognitive Underpinnings of Social Perception Invited presentation at the Society for the Advancement of Chicanos and Native Americans in Science. Austin, TX. October, 2004.

Zárate, M. A., Stoever, C. J. (2002). Decomposing the person perception process: Cerebral hemispheric asymmetries in social perception. Talk presented at the 5th Sydney Symposium of Social Psychology, *Responding to the social world: implicit and explicit processes in social judgments and decisions. (*there is an associated book chapter).

Zárate, M. A. (2002) Invited guest speaker at the Latino Psychology 2002 Conference. Cerebral asymmetries in social perception, and the ramifications for prejudice and stereotyping. Rhode Island. Presented October, 2002.

Zárate, M. A. (2001). A cognitive neuroscience approach to race and person perception. *Talk presented at the New Look at Race conference.* Stanford CA. November, 2001.

Presentations.

Lupo, A.K., Alvarez, J., & Zárate, M. A. (2015). *Color me bad*. Poster accepted for presentation at the Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA.

Aguilera, R., Shenberger, J., Smith, B., & Zárate, M. (2015, February). *Effects of Religious Imagery on Following Suggestions for Social Issue Policies*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Long Beach, CA.

Ramos, C., Smith, B., Alvarez, M., & Zárate, M. (2015) This is How a Revolution Begins: Analyzing Conditions that Lead to the Radicalization of Latinos. Poster presentation at the 16th Annual Meeting of the Society for Personality and Social Psychology, Long Beach, Ca.

Shenberger, J.M., Aguilera, R., Smith, B.A., & Zárate, M.A. (2014). Religion, social influence, and risk: Understanding how religion can lead to negative social behaviors. Poster presentation at the Society for Personality and Social Psychology, Austin, TX.

Ramos, C., & Zárate, M. A. (2014). I don't see race (except my own):The perception of colorblindness of Latinos, by Latinos. Poster presented at the National Latino Psychology Conference. Albuquerque. June, 2014.

Ramos, C., S., Frankowski, S., & Zárate, M. (2014). Show Me Your Papers: The effects of anti-immigrant laws on Latinos' identity and voting intentions. Poster presentation at the 15th Annual Meeting of The Society for Personality and Social Psychology, Austin, Texas.

Enge, L. R., Sands, J. A., Herring, D. R., Lupo, A. K., Zárate, M. A., & Sands, S. F. (2013). *The EEG slow cortical potential and emotion perception.* Poster presented at the Society for Psychophysiological Research, Florence, Italy

Salazar, A., Enge, L. R., Quezada, S. A., & Zárate, M. A. (2014). Bicultural cognition: A process-oriented approach to how biculturals alternate between two cultural identities. Poster presented at Society for Personality and Social Psychology, Austin, TX., January 2014.

Frankowski, S., Armendariz, M., Lupo, A., Heydarian, N., & Zárate. M, (2014). Cover Up, Darling: Sexism Predicts Dehumanizing Attitudes when Dress Codes Aimed at Women's Attire are Implemented. UTEP Graduate Research Expo, November 11th, 2014.

Enge, L. R., Lupo, A. K., & Zárate, M. A. (2014). Sleep facilitates the integration and generalization of person memories to group judgments. Poster presented at Society for Personality and Social Psychology, Austin, TX., January 2014.

Frankowski, S.D. & Zárate, M.A. (2014, February). Development of a Word Fragment Completion Task as an Implicit Measure of Moral Foundations Accessibility. Poster presentation at the annual meeting of the Society for Personality and Social Psychology, Austin, TX.

Aquilera, R., Frankowski, S.D., & Zárate, M.A. (2014, February). Misperceiving Facts as a Mechanism to Justify Vigilante Justice against an Innocent Person. Poster presentation at the annual meeting of the Society for Personality and Social Psychology, Austin, TX.

Quezada, S.A., Hitlan, R., Shenberger, J.M., Zárate, M.A. (2012, January). The extreme of a continuum: How cultural inertia predicts responses to immigration in a stable U.S. community. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Enge, L. R., & Zarate, M. A. (2012). Sleep facilitates responding to recently learned personal information. Poster presented at Society for Personality and Social Psychology conference, San Diego, CA., January 2012.

Zárate, M. A. (2011). The social context of reception: Stereotypes, discrimination, and Xenophobia. Talk presented at the annual meeting of the Association for Psychological Science, Washington, D.C.

Rivera, L. O**.**, & Zárate, M. A. (2011, May). Biasing People's Attention Towards Focal Information Increases Their Willingness to Seek Professional Healthcare Services. Poster presented at the annual meeting of the Association for Psychological Science, Washington, D.C.

Delgado, R.H., Shaw, M.P., Zárate, M.A. (2011, May). *Latino Pride and Prejudice: Latinos' Attitudes towards White Americans during Cultural Change.* Poster presented at the 23rd annual Convention of the Association for Psychological Science, Washington, DC.

Enge, L. R., Rivera, L. O., Arms-Chavez, C., & Zárate, M. A. (2011). Familiarity and time underlie automatic stereotyping. Poster presented at the Association of Psychological Sciences, Washington, DC. May, 2011.

Quezada, S.A., Gonzalez, I.J., Zárate, M.A. (2011, January). *Two sides of the same coin: Biculturalism and endorsement of cultural ideologies.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Shaw, M. P., Quezada, S., Duran, A., Zárate, M. A. (2010). *The special properties of religious conflict*. Poster presented at the 39th annual meetings of the Society for Cross-Cultural Research. Albuquerque, NM. February, 2010.

Rivera, L. O., Zubia, C., Hernandez, J., & Zárate, M. A. (2010, February). *Contextual Bias Predicts Less Willingness to Seek Formal Healthcare Among Hispanics.* Poster presented at the annual meeting of the Society for Cross-Cultural Research, Albuquerque, New Mexico.

Quezada, S.A., Shaw, M.P., Zárate, M.A. (2010, January). *Cultural Inertia: U.S. culture and current events.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, Nevada.

Arms-Chavez, C.J., & Zárate, M.A. (2010). *The Effects of Familiarity and Time on Social Perception.* Poster presented at the Society for Personality and Social Psychology Conference, Las Vegas, Nevada.

Rivera, L. O., Quezada, S., Zubia, C., Pereya, L., & Zárate, M. A. (2010, January). *Attentional Bias Predicts Hispanics' Willingness to Seek Help.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, Nevada.

Shaw, M., Duron, A.J., Heydarian, N.M., Quiroz, V., Pena, P., & Zárate, M.A. (2010, January). Multiculturalism as a mechanism of minority empowerment. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Rivera, L. O., Carrillo, K. A., Quezada, S., & Zárate, M. A. (2008, February). *Do Attentional Biases Predict How Latinos Explain Others' Behavior?* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, New Mexico.

Shaw, M., Biagas, D., & Zárate, M.A. (2008, May). *An object at rest, the impact of cultural inertia on intergroup relations.* Poster presented at the annual meeting of the Association for Psychological Science.

Shaw, M, Riosvelasco, T., Biagas, D., McNeal, A.W., & Zárate, M.A. (2008, January). *Attacks against ideological convictions and inter-group conflict.* Poster presented at the annual meeting of the Society of Personality and Social Psychology.

Zárate, M. A. (2007). Preliminary Findings Regarding the Effects of Cultural Inertia on Prejudice. Lawrence University. October, 2007.

Zárate, M. A., Shaw, M. P., & Carrillo, K. (2007). Group distinctiveness, prejudice reduction, and cultural inertia. Talk presented at the Society of Experimental Social Psychology, October, 2007. Chicago.

Chavez, C.J., Rivera, L.O., Martinez, C., & Zárate, M.A. (2007) *The Effects of Memory Consolidation on Cerebral Asymmetries of Person Perception.* Poster presented at the Neural Systems of Social Behavior Conference, Austin, Texas.

Rivera, L. O., Chavez, C. J., Martinez, C., Zárate, M. A. (2007, May). *Inhibition of Social Categorization.* Poster presented at the Neural Systems of Social Behavior Conference, Austin, Texas

Mendez, A. Y., Rivera, L. O., & Zárate, M. A. *Cerebral hemispheric inhibition of famous faces.* Talk presented at the Western Psychological Association meetings, 2007. Vancouver Canada.

Garza, A. A., Zárate, M. A., McClure, K., Shaw, M. P., & Rasmussen (2007). *Effects of interethnic ideology on prejudice, threat, and diversity appreciation.* Poster presented at the Western Psychological Association meetings, 2007. Vancouver Canada.

Wilkerson, K., Garza, A. A., & Zárate, M. A. (2007). *Illusory Correlations and Stereotype Formation: Influences of Infrequent Behaviors on Stereotypes of Homosexual Males.* Talk presented at the Western Psychological Association meetings, 2007. Vancouver Canada.

Rivera, L. O., & Chavez, C. J., & Zárate, M. A. (2007, January). *Cerebral Hemispheric Inhibition of Gender Categorization*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, Tennessee, USA.

Shaw, M., Carrillo, K.A., Chavez, C.J., Zárate, M.A. (2007, January). *Cultural change and prejudice: The effects of diversity awareness on prejudice in a Mexican-American population*. Poster presented at the annual meeting of the Society of Personality and Social Psychology, Memphis, Tennessee.

Zárate, M. A. (2006). Racial Identity and Uniqueness. Talk presented at the 26th International Congress of Applied Psychology, July 16-21. Greece.

Carrillo, K. A., Chavez, C. J., & Zarate, M. A. (2006). *Nicotine Myopia and Social Perception.* Poster presented at the Society for Personality and Social Psychology conference in Palm Springs, CA.

Chavez, C.J., Carrillo, K.A., Shaw, M. & Zarate, M.A. (2006, January). *Do They See Me as a Person or Just a Woman? Stereotyping in the Left and Right Cerebral Hemispheres.* Poster presented at the Society for Personality and Social Psychology Conference, Palm Springs, CA.

Schepman, S., Zárate, M. A., & Gusmão, E. E. D. S. (2005, May). *O desenvolimento de uma escala de mensurção de attitudes estadunidenses frente a imigrantes.* Presented at the IV Congresso Norte Nordeste de Psicologia, Salvador, Brazil.

Zárate, M. A, Schepman, S., & Gusmão, E. E. D. S. (2005, May). *Estudo sobre a redução do preconceito frente a imigrantes nos Estados Unidos da América.* Presented at the IV Congresso Norte Nordeste de Psicologia, Salvador, Brazil.

Hitlan, R., Kelly, K., & Zárate, M. A. (2005). *The effects of language-based exclusion on mood and expressed prejudice.* Poster presented at the Society of Personality and Social Psychology, New Orleans, LA. January, 2005.

Garza-Caballero, A., & Zárate, M. A. (2005). *Ethnic differences in perceptions and reactions to multicultural and assimilation strategies of prejudice reduction.* Poster presented at the Society of Personality and Social Psychology, New Orleans, LA. January, 2005.

Longoria, Z., & Zárate, M. A. (2005). *Everyone is racist, just don't mention our dirty secret.* Poster presented at the Society of Personality and Social Psychology, New Orleans, LA. January, 2005.

Carrillo, K.A., Castro, A., Crites, S.L., Zárate, M.A. (2004). *Smokers Perceive You Differently.* Poster presented at the Rocky Mountain Psychological Association in Reno, Nevada, USA.

Zárate, M. A. (2004). Social perception, cerebral hemispheric asymmetries, and intergroup behavior. Talk presented as part of an SPSP symposium organized by Nalini Ambady. *Culture and the Brain.* Austin TX. February, 2004.

Stoever, C., Zárate, M. A., & Crites, S. (2004). Exploring the negative social-cognitive: effects of cigarette smoking. Poster presented at the annual conference of the Society for Personality and Social Psychology conference. Austin, TX, Jan, 2004.

Paulus, P. B., Blot, K. J., & Zárate, M. A. (2004). *Bilingual brainstorming: A collaboration.* Talk presented at the annual conference of the Social Psychologists in Texas, in Corpus Christi, TX. Jan, 2004.

Zárate, M. A. *Cerebral asymmetries in social perception, prejudice, and stereotyping.* Invited lecture presented at San Diego State University, November, 2003.

Carrillo, K.A., Hitlan, R.T., Aikman, S.N., Zárate, M.A. (2003). *The Effects of Terrorism on Attitudes Toward Mexican and Arab Immigrants and Immigration.* Poster presented at the 83rd Annual Conference of the Western Psychological Association in Vancouver, British Columbia, Canada.
This poster won the two following awards.
Student Scholarship Award of The Western Psychological Association.
Regional Research Award of the National honor society of Psychology Psi Chi Honor Society.

De la Riva, Eva, M., & Zárate, M. A. (2003). Cultural differences in stereotype-based attributions and prejudice. Presented at the 83rd Annual Convention of the Western Psychological Association at Vancouver, British Columbia, Canada, 2003

This poster won a Western Psychological Association Student Scholarship

Longoria, Z. N. & Zárate M. A. (2003) Prejudice, protest of prejudice, and negative consequences of being a victim. Poster presented at the *Western Psychological Association Conference*, Vancouver, Canada.

De la Riva, E. M., Lechuga, J., Zárate, M.A., Culhane, S. (2003, February). *Does Stereotyping Reduce Prejudice in Members of Contextualist Cultures?* Poster presented at the Society for Personality and Social Psychology conference. Los Angeles, CA.

Stoever, C.J. Aikman-Eckenrode, S, Crites, S.L., & Zárate, M.A. (2003, February). *Task difficulty and cerebral hemispheric asymmetries in social perception*. Poster presented at the annual conference of the Society for Personality and Social Psychology. Los Angeles, CA.

Hitlan, R. T., Kelly, K., & Zarate, M. (2003, February). *Effects of Language-based Exclusion on Mood, Psychological Threat, and Intergroup Relations.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles, CA.

Zárate, M. A., Garza, A., Hitlan, R., & Aikman, S. (2002, October) *Attitudes Towards Mexican and Arab Immigrants as a Function of the September 11th Terrorist Attacks*. Talk presented at the annual meeting of the Society of Experimental Social Psychologists, Columbus, OH.

De La Riva, E., Garza, A. A., & Zárate, M. A. (2002 June.). *Culture, Stereotyping, Prejudice, and Attribution Patterns*. Poster presented at the 10th Ontario Symposium on Culture and Social Behaviour. Ontario, Canada.

Garza, A. A. & Zárate, M.A. (2002, June). *Effects of similarity and distinctiveness in individual versus group relations on expressions of prejudice. In S. Otten (Chair), Individual and collective self: Priorities and links between self-categorizations on the interpersonal and group level.* Symposium conducted at the annual meeting of European Association of Experimental Social Psychologists, San Sébastian, Spain.

Stoever, C.J., Maclin, M.K., & Zárate, M.A. (2002, January). *Neuropsychchological underpinnings of the intergroup contact hypothesis*. Poster presented at the annual meeting of the Society of Personality and Social Psychology, Savannah, Georgia.

Garza, A. A., Espinoza, P., Ybarra, O., Lechuga, J. & Zárate, M. A. (2002, February). *To be alike or different? Cultural differences in intergroup behavior.* Paper presented at Society for Personality and Social Psychology, Savannah, GA.

Garza, A. A., Longoria, Z., & Zárate, M. A. (2002, May). *A minority perspective on multiculturalism and assimilation.* Presented at Midwestern Psychological Association Annual Conference, Chicago, IL.

Stoever, C., MacLin, M. K., & Zárate, M. A. (April, 2001). *Neuropsychological underpinnings of the intergroup contact hypothesis*. Poster presented to the Rocky Mountain Psychological Association Convention, Reno, NV.

Garcia, B., & Zárate, M. A., & Garza, A. A. (2001). *Social identity and realistic group conflict as predictors of attitudes towards immigrants*. Poster presented at the Rocky Mountain Psychological Association Convention, Reno, NV.

Chavez, N. R, MacLin, M. K., & Zárate, M. A. (April, 2001). *The effect of hemispheric dominance on stereotypin*g. Poster presented at the Rocky Mountain Psychological Association Convention, Reno, NV.
**Noe Chavez won the Rocky Mountain Student travel award for this poster.*

Hitlan, R. T., & Zárate, M. A. (2001). *The effects of language exclusion on prejudice*. Poster presented at the annual meeting of Society for Personality and Social Psychology, San Antonio, TX.

Garza, A. A., & Zárate, M. A. (2001, February). *Effects of similarity and dissimilarity in individual vs. group relations on expressions of prejudice.* Poster presented at the annual meeting of Society for Personality and Social Psychology, San Antonio, TX.
*Azenett Garza won the SPSP Diversity travel award for this conference.

Garza, A. A., & Zárate, M. A. (2000, November). *Effects of similarity, distinctiveness and culture in individual and group prejudice.* Invited talk at Our Lady of the Lake University.

Zárate, M. A. (2000). *A Neurological model of social perception*. Paper presented at Latino 2000 Psychology Conference. October. San Antonio TX.

Zárate, M. A. (2000). *Invited panel: Social Justice for persons of color: Immigration.* Talk presented at the annual meeting of the Society for the Psychological Studies of Social issues. Minneapolis, MN. June, 2000.

Zárate, M. A., & Sanders, J. D. (2000). *A Neurological model of gender and person perception*. Talk presented at the annual meeting of the Society for the Psychological Studies of Social issues. Minneapolis, MN. June, 2000.

MacLin, O. H., Zárate, M. A., Jameson, J. (2000). *Inverting Famous Faces: Effects of Cue Familiarity and Partial Information on Metacognition.* Poster presented at the annual meetings of the American Psychological Society, Miami Fl. June, 2000.

Sanders, J. D., Zárate, M. A., McClure, K. A., & Kelly, K. M. (2000). *Hemispheric asymmetries in associative learning.* Poster presented at the annual meetings of the Western Psychological Association. Portland Oregon.
**Jim Sanders won the WPA Student Travel award for his poster.*

Zárate, M. A. (2000). *A neurological approach to person perception. Invited colloquium.* University of New Mexico. February.

Zárate, M. A. (2000). *A preliminary neurological "horse race" model of social perception*. Talk presented at the annual SPIT meetings. San Antonio TX.

Zárate, M. A., Sanders, J. S., & Lechuga, J. (1999). *A preliminary neuropsychological model of social perception.* Paper presented at the annual meeting of The Western Psychological Association, Irvine CA. April, 1999.

Garza, A. A., Zárate, M. A., Chaparro, E., & Lechuga, J. (1999). *Self, cultural pluralism, and prejudice*. Paper presented at the annual meeting of The Western Psychological Association, Irvine CA. April, 1999.

Zárate, M. A., Garza, A. A., De La Riva, E., & Flores, A. (1999). *Cultural pluralism, culture, stereotyping and prejudice.* Poster presented at the annual meeting of The Western Psychological Association, Irvine CA. April, 1999.

Sanders, J. S., McClure, K., & Zárate, M. A. (1999). *Cerebral hemispheric asymmetries in person perception.* Paper presented at the annual meeting of The Midwestern Psychological Association, Chicago.

Sanders, J. S., Zárate, M. A., & Garcia, M. (April, 1998). *Hemispheric asymmetries in visual priming*. Paper presented at the annual meeting of The Western Psychological Association, Albuquerque, NM.

Zárate, M. A., Juárez, P., Carpenter, S., Duarte, J., & Rodriguez, S. F. (April, 1998). *Stereotype reduction through differential similarity comparisons.* Poster presented at the annual meeting of The Western Psychological Association, Albuquerque, NM.

Garza, A. A., & Zárate, M. A. (April, 1998). *On the utility and efficiency of Ingroup and Outgroup Perception.* Poster presented at the annual meeting of The Western Psychological Association, Albuquerque, NM.

Blot, K.J., Zárate, M.A., Paulus, P.B. (1998). *An examination of bilingual memory structure using brainstorming*. Poster presented at the annual Western Psychological Association Conference, Albuquerque, NM.

Zárate, M. A., Carpenter, S., Garza, A., & Sanders, J. D. (1998). *Preliminary effects on the role of the self and the need for distinctiveness in stereotyping and prejudice.* Presented at the 1998 meetings of the Social Psychologists in Texas. Houston, Texas.

Blot, K., Zárate, M. A., Garza, A., & Kraan, E. (1997). *Motivational bases for the linguistic intergroup bias*. Paper presented at the 1997 meetings of the Western Psychological Association, Seattle Washington.

Sanders, J. D., & Zárate, M. A. (1997). *Hemispheric asymmetries in visual priming.* Paper accepted for presentation at the 1997 meetings of the Western Psychological Association, Seattle Washington.

Zárate, M. A., & Sanders, J. D. (1997). B*eyond exemplar theory: Person perception and stereotyping.* Presented at the 1997 meetings of the Social Psychologists in Texas. Lubbock, Texas.

Duarte, J., Juarez, P., Zarate, M. A., Rodriguez, S. F., Carpenter, S. *Contextual Influences on the Self Concept and Intergroup Prejudice.* Paper presented at the 1997 meetings of the American Sociological Association, Toronto.

Zárate, M. A., & Sanders, J. D. (1996). *Priming and the mediating role of similarity.* Presented at the Meetings of the Person Memory Interest Group. Mount Holyoak, Massachusetts.

Blot, K. J., Zárate, M. A., Kraan, E., Garza, A., von Hippel, W. (1996). *Motivational bases for the linguistic intergroup bia*s. Presented at the Meetings of the Society of Experimental Social Psychologists. Amherst, Massachusetts.

Zárate, M. A., Voils, C., Uleman, J. (1996). *Cultural Influences on Spontaneous trait inferences*. Presented at the 1996 meetings of the Social Psychologists in Texas. Arlington, Texas.

Schepman, S., Lyons, G., & Zarate, M. A. (1994). *Gender effects of subject, authorship, and position of evaluation of essay quality*. Presented at the 1994 meetings of the Western Psychological Association. Honolulu.

Zárate, M. A. (1994). *Testing the automaticity of gender categorization*s. Presented at the Meetings of the Society of Experimental Social Psychologists. Reno, Nevada.

Zárate, M. A. (1993). *Person Perception and Memory for the Specific* (1993, October). Presented at the Meetings of the Society of Experimental Social Psychologists. Santa Barbara.

Zárate, M. A. (1993). *Cultural influences on exemplar storage*. Presented at the meetings of the Person Memory Interest Group. October, 1993. Santa Barbara.

Zárate, M. A. (January, 1991). *Using frequency estimates to assess social perception.* Presented at the Meetings of the Social Psychologists in Texas group. Austin Texas.

Zárate, M. A. (1989, May). *Categorization and stereotyping*. Paper presented at Western Illinois University. Invited address, Minority Doctoral Scholar Program, Macomb, Ill.

Smith, E. R., & Zárate, M. A. (1987, August). *The use of exemplars and prototypes in person memory*. Paper presented at the meeting of the American Psychological Association, New York.

Larsen, R. J., Zárate, M. A., & Dare, T. (1986, May). *Individual differences in emotional reactivity and performance under stress*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.

Smith, E. R., Branscombe, N. R., & Zárate, M. A. (1986, May). T*he content of person memory: Effectiveness of traits, roles and goals as retrieval cues.* Paper presented at the meeting of the Midwestern Psychological Association, Chicago.

Professional service

Editorial Board Member, *Revista de Psicología Social/International Journal of Social Psychology*

Action Editor, *Journal of Experimental Social Psychology*, 2014.

Editor, *Cultural Diversity and Ethnic Minority Psychology*. 2010-1014.
Incoming editor, *Cultural Diversity and Ethnic Minority Psychology*. 2009.

Consulting Editor, *The Journal of Latino-Latin American Studies*. 2012-present.

Executive Council Member at large. Society of Personality and Social Psychology, 2013-2015.

Division 45 Book Series editorial board.

2012 APA Presidential Task Force on Immigration.

SPSP Theoretical Innovation Prize Panel, 2012

Consulting editor, *Personality and Social Psychology Bulletin*,
2009-2013.
2017-present.

Council member, Society for the Psychological Study of Social Issues – 2007-2009.

Associate Editor, *Cultural Diversity and Ethnic Minority Psychology*, 2004-2009.

Consulting Editor, *Journal of Personality and Social Psychology*, 2002-2008.

Committee member, *Journal of Personality and Social Psychology: ASC* editor search committee. 2004.
National Science Foundation Committee of Visitors – Social Psychology. 2006.
Ad-hoc reviewer – Netherlands Organisation for Scientific Research. 2007.
Panelist, NIH ZRG1 F11-B (20)L, November, 2008.
2003-2005. SPSP Diversity committee member. Chair, 2004.
Panelist – NIH review ZRG1 F11-B (20) L
Panelist – NIH review ZRG1 RPHB A-58
Panelist. NIH review ZRG1 F11-B (20)L November, 2008
Panelist. NIH review ZRG1 F11-B (20). March, 2008
Panelist. NIH NIMH review – ZMH1 ERB-N (02). –MRISP training grants. October, 2006.
Panelist. NSF National Science of Learning center site visitor. November, 2005.
Panelist. NIH NIMH review - BDCNL-29L minority/disability predoctoral fellowships, March, 2005.
Panelist. NIH NIMH review - ERB-C01. NIMH M-RISP training grants. November, 2004.
Panelist and chair, NIH ZMH1 ERB - A(01). NIMH COR training grant meeting. October, 2004.
Panelist, NIH SSS-N-50 Special Emphasis Panel "Stigma and Global Health: Health, Mental Health, and Addictions".
Panelist, NIH SSSC-29. Graduate Fellowship panel. August, 2003.
Panelist, NIH ZMH1 NRB - W(02). Research Education and Training (COR) Honors Undergraduate and High School Research Training Grant Program. November, 2003.
National Science Foundation Social Psychology review panel. 1999-2002.
American Psychological Association Minority Fellowship Advisory Panel. 2001 to 2008
2000-2002 Committee member of the Otto Klineberg Intercultural and International Relations Award - SPSSI. Chair, 2003.
Consulting Editor, *Personality and Social Psychology Bulletin*, 1994-2001.
Ad-hoc reviewer, *Science*, 2013.
Ad-hoc reviewer, *Journal of Applied Social Psychology*
Ad-hoc reviewer, *Social Cognitive and Affective Neuroscience*
Ad-hoc reviewer, *American Psychologist.*
Ad-hoc reviewer, *Journal of Personality and Social Psychology,* 1987-present.
Ad-hoc reviewer, *Social Cognition,* 1991-present.
Ad-hoc reviewer, *Personality and Social Psychology Bulletin*, 1992-1994.
Ad-hoc reviewer, National Science Foundation. 1994-present.
Ad-hoc reviewer, *Basic and Applied Social Psychology*, 1994-1997.
Ad-hoc reviewer, *Journal of Experimental Social Psychology,* 1994-present.
Ad-hoc reviewer, National Research Council. 1996-present.
Ad-hoc reviewer, *Handbook of applied cognition*. 1998
Ad-hoc reviewer, *Social Psychology of Education*. 1999.
Ad-hoc reviewer, *Cognitive Psychology*. 2001.
1997 Committee member of the Otto Klineberg Intercultural and International Relations Award - SPSSI.

1999/2000. Member, Minority Involvement and Membership Recruitment committee for SPSSI.
Conference Organizer of the Annual meeting of the *Social Psychologists in Texas* (SPIT – 1994)

Professional memberships.
Member, Association for Psychological Science
Fellow, 2007.
Member, American Psychological Association.
Fellow, 2012
Member, Society for the Psychological Study of Social Issues
Fellow, 2012.
Member, Society of Personality and Social Psychology
Member, Society of Experimental Social Psychology
Fellow, 2009.
Member, Western Psychological Association
Member, Social Psychologists in Texas
Member, Person Memory Interest Group

Academic awards
UTEP Liberal Arts Outstanding Faculty Achievement Award. 2004.
Finalist, Dissertation of the Year Award, 1991. From the Society of Experimental Social Psychology.
Finalist, Ethnic Minority Dissertation of the Year Award, 1991. From the American Psychological Association.
Who's Who Among America's Teachers, 1998.

PhD graduates.

James Sanders	Carl Sandburg College
Robert Hitlan	University of Northern Iowa
Azenett Garza	Weber St. University
Clarissa Arms-Chavez	U of Auburn - Montgomery
Moira P. Shaw	Army Institute of Public Health
Omar Rivera	Baltimore Substance Abuse Systems analyst.
Stephanie Quezada	US Army Research Institute (I believe).
Jessica Shenberger	US Army Research Institute

Notable undergraduates.	Subsequent Graduate School
Egon Kraan	U. Miami of Ohio
Corrine Voils	U of Kentucky
Patti Juarez	U. of New Mexico
Lisette Garcia	John Jay University
Berenice Garcia	UT Austin
Zayra Longoria	Purdue University

Jill Lybarger	Purdue University
Jorge Marques	U of Illinois Champange/Urbana
Crystal Martinez	U of New Mexico
David Biagas	U. of Iowa (Sociology)
Tania Riosvelasco	U of San Diego
R. Hazel Delgado	U of Nebraska
Rafael Aquilera	U of Minnesota

Teaching interests and experience
Social Psychology - Graduate and Undergraduate
Social Cognition - Graduate and Undergraduate
Intergroup Relations - Graduate and Undergraduate
Person perception and applied psychology. Graduate.
Cross cultural psychology - Undergraduate.
Introductory Psychology - Honors and general

Service to the University.
University IT restructuring committee. 2011.
Liberal Arts Promotion and Tenure committee – 2002-2007.
Graduate Council Member, 2002-2005.
Graduate Program Director, Department of Psychology, 1995-1997.
Faculty Advisory board - McNair fellowship program. 1999-2002.
Chair - Charles Ambler.
Faculty Advisory board of the COR fellowship grant 2000-2001
Chair - Larry Cohn.
Member of the departmental graduate admissions committee. 2000-2003.
Member of the departmental Merit/Promotion/Tenure committee. 2000-present. Chair, 2005/2006.
Member of the departmental Post-tenure review. 2000-present.
Liberal Arts Outstanding Faculty Achievement award committee 1997-1999
Liberal Arts Curriculum committee 1994?-1996
Graduate Advising Committee - Chair: Charles Ambler – 1998
Police selection advisory committee. 2001
Graduate School Dodson fellowship review committee. 2002.
In cooperation with Fernando Rodriguez (Sociology), I was the Liberal Arts coordinator of the Alliance for Minority Participation (AMP) NSF grant for undergraduate training (PI -Howard Daudistel).