

JOEL B. COHEN

Résumé

BIOGRAPHICAL INFORMATION

Address: Home - 4622 N.W. 56th Drive
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Birthdate: July 2, 1939

Marital Status: Married, Two Children

EDUCATIONAL BACKGROUND

Ph.D. (Business Administration/Marketing) 1966 U.C.L.A.
Supporting Field: Social Psychology
Doctoral Dissertation: "Interpersonal Response Traits and Consumer Behavior"

MBA (Marketing) 1963 U.C.L.A.

B.S. (Business Administration) 1962 U.C.L.A.

ACADEMIC AND PROFESSIONAL POSITIONS

1988 - Distinguished Service Professor of Marketing and Adjunct Professor of Anthropology.
Director, Center for Consumer Research, University of Florida, Gainesville, Florida

1975 - 1988: Professor of Marketing and Director, Center for Consumer Research, University of Florida

1974 - 1983: Professor and Chairman, Marketing Department, University of Florida

1972 - 1973: Vice President and Director, National Analysts Social and Behavioral Science Division of Booz,
Allen & Hamilton

1970 - 1972: Associate Professor of Business Administration, University of Illinois, Urbana-Champaign

1966 - 1970: Assistant Professor of Business Administration, University of Illinois, Urbana-Champaign

Summer 1967: Visiting Assistant Professor, Graduate School of Business Administration, U.C.L.A.

Summer 1965, 1966: Instructor, Graduate School of Business Administration, U.C.L.A.

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
American Psychological Association (Division 8: Personality and Social Psychology)
American Marketing Association

PUBLICATIONS

Books

Behavioral Science Foundations of Consumer Behavior, New York: The Free Press, 1972.

Chapters in Books and Edited Collections

- "The Role of Personality in Consumer Decisions," in H.H. Kassirjian and T.S. Robertson (eds.), Perspectives in Consumer Behavior, Scott, Foresman, Glenview, Ill., 1968, pp. 220-234.
- "Toward An Integrated Use of Expectancy-Value Attitude Models," in G.D. Hughes and M.L. Ray, Buyer/Consumer Information Processing, University of North Carolina Press, Chap 1 Hill, 1974, pp. 331-346.
- "A Behavioral Science Look at Market Segmentation Research," (with William L. Wilkie) in Y. Wind and M.G. Greenberg (eds.), Moving Ahead with Attitude Research, American Marketing Association, Chicago, 1977, pp. 29-38.
- "The Structure of Product Attributes: Defining Attribute Dimensions for Planning and Evaluation," in A.D. Shocker (ed.), Analytic Approaches to Product and Marketing Planning, Marketing Science Institute, 1979, pp. 239-256.
- "Consumer Psychology," (with Dipankar Chakravarti) in M.R. Rosenzweig and L.W. Porter (eds.), Annual Review of Psychology, Vol. 41, 1990, pp. 243-288.
- "Attitude, Affect and Consumer Behavior," in B.S. Moore and A. M. Isen (eds.), Affect and Social Behavior, Cambridge University Press, 1990, pp. 152-206.
- "Charting a Public Policy Agenda for Cigarettes," in P.E. Murphy and W.L. Wilkie (eds.), The Future of Marketing and Advertising Regulation: The Federal Trade Commission in the 1990s, University of Notre Dame Press, 1990, 234-254.
- "Affect and Consumer Behavior," (with Charles Areni) in T.S. Robertson and H.H. Kassirjian (eds.), Handbook of Consumer Behavior, Prentice-Hall, 1991, pp. 188-240.
- "Reconceptualizing Alcohol Advertising Effects: A Consumer Psychology Perspective," in S.E. Martin (ed.), The Effects of the Mass Media on the Use and Abuse of Alcohol. Bethesda, MD: Department of Health and Human Services, Public Health Service, National Institutes of Health, National Institute on Alcohol Abuse and Alcoholism, 1995, pp. 245-249.
- "The Dangers of Advertising Low Tar Cigarettes: Let's Understand what Consumers Understand," in M.E. Goldberg, M. Fishbein and S.E. Middlestadt (eds.), Social Marketing: Theoretical and Practical Perspectives, Hillsdale, NJ: Lawrence Erlbaum, 1997, pp. 245-264.

"A Motivational Perspective on Means-End Chains," (with Luk Warlop) in T. J. Reynolds and J. C. Olson (eds.), Consumer Decision-Making: A Means-End Approach to Marketing and Advertising Strategy, Hillsdale, NJ: Lawrence Erlbaum, 2001, pp. 389-412.

"The Role of Affect in Consumer Judgment and Decision Making," (with Michel Tuan Pham and Eduardo B. Andrade) to appear in Curtis P. Haugtvedt, Paul Herr, and Frank Kardes (eds.) Handbook of Consumer Psychology. Mahwah, NJ: Lawrence Erlbaum.

"Affect-Based Evaluation and Regulation as Mediators of Behavior: The Role of Affect in Risk Taking, Helping and Eating Patterns," (with Eduardo B. Andrade) to appear in Roy Baumeister, Kathleen Vohs, and George Loewenstein (eds.) Do Emotions Help or Hurt Decision Making? Russell Sage Foundation.

Articles in Journals and Proceedings

"Cognitive Dissonance and Consumer Behavior" (with Harold H. Kassarian). California Management Review, Vol. 8 (Fall, 1965), pp. 55-64.

"An Interpersonal Orientation to the Study of Consumer Behavior." Journal of Marketing Research, Vol. 4, (August, 1967), pp.270-278.

"Toward An Interpersonal Theory of Consumer Behavior." California Management Review, Vol. 11 (Spring, 1968), pp. 73-80.

"Self Concept Constraints Upon Dissonance Reduction." Journal of Educational Research, Vol. 62 (December, 1968), pp. 151-152.

"Product Choice and Consumer Response: Cognitive Theory vs. Reinforcement Theory," The Public Opinion Quarterly, Vol. 33 (Fall, 1969), pp. 479-480. Abstract of paper presented at the 24th Annual Conference of the American Association for Public Opinion Research, May, 1969.

"The Dissonance Model in Post-Decision Product Evaluation," (with Marvin E. Goldberg). Journal of Marketing Research, Vol. 7 (August, 1970), pp. 315-321.

"Cognitive Consequences of Brand Loyalty," (with Michael J. Houston). Journal of Marketing Research, Vol. 9 (February, 1972), pp. 97-99.

"An Expectancy X Value Analysis of the Relationship Between Consumer Attitudes and Behavior," (with Olli T. Ahtola). In D.M. Gardner (ed.), Proceedings: The Second Annual Conference, Association for Consumer Research, 1971, pp. 344-364.

"The Nature and Uses of Expectancy-Value Models in Consumer Attitude Research," (with Martin Fishbein and Olli T. Ahtola). Journal of Marketing Research, Vol. 9 (November, 1972), pp. 456-460.

"Informational Social Influence and Product Evaluation," (with Ellen Golden). Journal of Applied Psychology, Vol. 56 (February, 1972), pp. 97-99.

"Testing the Value of Adding any Third Component to Fishbein's Expectancy-Value Model," (with Olli T. Ahtola). Proceedings of the Business and Economic Statistics Section of the American Statistical Association. 1975.

"An Extended Expectancy-Value Approach to Contraceptive Alternatives," (with Lawrence J. Severy and Olli T. Ahtola). Journal of Population, Vol. 1 (Spring, 1978), pp. 22-41.

- "New Directions in Attitude Research: A Critical Evaluation," in H.K. Hunt (eds.), Advances in Consumer Research, Vol. 5 (1978), pp. 370-376.
- "Exploring Attitude Construct Validity: Or Are We?" in W.L. Wilkie (ed.), Advances in Consumer Research, Vol. 6 (1979), pp. 303-306.
- "Isolating Attitudinal and Normative Influences in Behavioral Intentions Models," (with Paul W. Miniard). Journal of Marketing Research, Vol. 16 (February, 1979), pp. 102-110.
- "Information Integration: An Information Processing Perspective," (with Paul W. Miniard and Peter R. Dickson). In J.C. Olson (ed.), Advances in Consumer Research, Vol. 7 (1980), pp. 161-170.
- "Promoting Interdisciplinary Consumer Research: Institutional and Discipline-Based Criteria and the Faculty Reward Problem," in J.C. Olson (ed.), Advances in Consumer Research, Vol. 7 (1980), pp. 46-48.
- "An Examination of the Fishbein Behavioral Intentions Model's Concepts and Measures," (with Paul W. Miniard). Journal of Experimental Social Psychology, Vol. 17, (1981), pp. 309-339.
- "The Role of Affect in Categorization: Toward a Reconsideration of the Concept of Attitude," in A. Mitchell (ed.), Advances in Consumer Research, Vol. 9 (1982), pp. 94-100.
- "Modeling Personal and Normative Influences on Behavior," (with Paul W. Miniard). Journal of Consumer Research, Vol. 10 (September 1983), pp. 169-180.
- "Involvement and You: 1000 Great Ideas," in R.P. Bagozzi and A.M. Tybout (eds.) Advances in Consumer Research, Vol. 10 (1983), pp. 325-328.
- "Does the Emperor Ride Again?" in T.C. Kinnear (ed.) Advances in Consumer Research, Vol. 11 (1984), pp. 367-368.
- "Alternative Models of Categorization: Toward a Contingent Processing Framework," (with Kunal Basu). Journal of Consumer Research, Vol. 13 (March, 1987), pp. 455-472.
- "An Over-Extended Self?" Journal of Consumer Research, Vol. 16 (June 1989), pp. 125-128.
- "Counting Advertising Assertions to Assess Regulatory Policy: When It Doesn't Add Up," Journal of Public Policy and Marketing, Vol. 8, 1989, pp. 24-29.
- "Research and Policy Issues in Ringold and Calfee's Treatment of Cigarette Health Claims," Journal of Public Policy and Marketing, Vol. 11, No.1 (May 1992), pp. 82-86.
- "Abbott and Costello Meet Frankenstein: An ACR Retrospective," in S.K. Barnett (ed.), Advances in Consumer Research, Vol. 22 (1995), pp. 545-547.
- "Smokers' Knowledge and Understanding of Advertised Tar Numbers: Health Policy Implications," American Journal of Public Health, Vol. 86, No. 1 (January 1996), pp. 18-24.
- "Playing to Win: Marketing and Public Policy at Odds Over 'Joe Camel'," Journal of Public Policy and Marketing, Vol. 19, No.2 (Fall 2000), pp. 155-167.
- "Affect-Monitoring and the Primacy of Feelings in Judgment," (with Michel T. Pham, John W. Pracejus and G. David Hughes). Journal of Consumer Research, Vol. 28 (Sept. 2001), pp. 167-188.

- “When Communications Collide with Recipients’ Actions: Effects of Post-Message Behavior on Intentions to Follow the Message Recommendation,” (with Dolores Albarracin and G. Tarcan Kumkale). Personality and Social Psychology Bulletin, Vol. 29, No. 7 (July 2003), pp. 834-845.
- “Affective Intuition and Task-Contingent Affect Regulation” (with Eduardo Andrade). Journal of Consumer Research, Vol. 31 (Sept. 2004), pp. 358-367.
- "Choice Based on Goals," (with Stijn M. J. Van Osselaer, Suresh Ramanathan, Margaret C. Campbell, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo and Nader T. Tavassoli). Marketing Letters, 16:3/4 (2005), pp. 335-346.
- “A Multiple Pathway Anchoring and Adjustment (MPAA) Model of Attitude Generation and Recruitment” (with Americus Reed II). Journal of Consumer Research, (June 2006, forthcoming).
- “Perspectives on Parsimony: How Long is the Coast of England? A Reply to Park and MacInnis (2006), Schwarz (2006), Petty (2006), and Lynch (2006),” (with Americus Reed II). Journal of Consumer Research, (June 2006, forthcoming).
- “Does Marketing Products as Remedies Create ‘Get Out of Jail Free Cards’?” (with Lisa E. Bolton and Paul N. Bloom). Journal of Consumer Research, (June 2006 forthcoming).
- “On the Consumption of Negative Feelings” (with Eduardo Andrade). Journal of Consumer Research, (forthcoming).

Book Reviews, Technical Reports, Working Papers

- "An Interactive Consumer-Product Typological System: A Progress Report and Partial Evaluation," (with Arnold Barban). The Pennsylvania State University Working Paper Series in Marketing Research, 1970.
- "An Experimental Study of Directory Assistance Usage" (with Terry G. Vavra and Paul R. Winn). Technical Report, Illinois Bell Telephone Company, 1970.
- "The Structure of Consumer Attitudes: The Use of Attribute Possession and Importance Scores," (with Michael J. Houston). University of Illinois, College of Commerce and Business Administration Working Paper, 1971.
- "Effectiveness of Safety Belt Warning and Interlock Systems," (with A. Suzanne Brown). U.S. Department of Transportation, 1973.
- "Consumers' Response to the Vega Radio Advertisement." Federal Trade Commission, 1973.
- "Presidential Address." Association for Consumer Research Newsletter, Vol. 3 (January 1973), pp. 3-5.
- "An Evaluation of Twin Response Bias" (with E. Henderson). Epidemiology Branch, The National Heart and Lung Institute, National Institutes of Health, 1974.
- "A Study of Attitudinal and Normative Factors Leading to Partners' Contraceptive Decisions," (with Olli T. Ahtola, Michael B. Mazis and Lawrence J. Severy). National Institutes of Health, 1976.
- "The Marketing Researcher Goes to Washington -- or Does He?" (with William L. Wilkie). Marketing News, Vol. 9 (January 16, 1976), pp. 9ff.
- Review of The Social Animal, 2nd Edition, by Elliot Aronson, Journal of Marketing Research, Vol. 14 (November, 1977), pp. 622-623.

- "An Overview of Market Segmentation: Behavioral Concepts and Research Approaches," (with William L. Wilkie). Marketing Science Institute, 1977.
- "An Experimental Investigation of Detergent Performance Labeling," (with William L. Wilkie and Albert R. Wildt). Federal Trade Commission, 1978.
- "Applying Expectancy-Value Models to Liking, Preference and Choice," American Marketing Association Attitude Research Series, 1980.
- "Information Processing Issues Involved in the Communication and Retrieval of Cigarette Warning Information," (with Thomas K. Srull). Federal Trade Commission, 1980.
- "Preservation of Consumers' Claims and Defenses: Consumer Reactions to Alternative Texts," Federal Trade Commission, 1980.
- "Consumer Behavior Energy Conservation Travel Questionnaire: A Handbook and Demonstration Study," (with Lawrence J. Severy). Florida Department of Transportation, 1982.
- "Postdecision Consistency Enhancing Processes," (with Dan L. Moore). University of Florida Center for Consumer Research Working Paper, 1988.
- "Public Policy and Regulatory Issues in the Marketing and Advertising of Cigarettes." University of Florida Center for Consumer Research Working Paper, 1989.
- "How Cigarette Advertising Affects Consumer Behavior," in Tobacco Issues: Part I, pp. 187-199, U.S. Government Printing Office (Technical Report to Accompany Testimony). 1989.
- "Issues in the Role and Design of Copy Tests," in Advances in Claim Substantiation, pp. 151-159, Proceedings, NAD Workshop III, Advances in Claim Substantiation, Council of Better Business Bureaus, Inc. 1991.
- "Validating a Dial-Turning Instrument for Real-Time Measurement of Affective and Evaluative Responses to Advertising," (with Michel Pham and G. David Hughes). Marketing Science Institute. 1993.
- Review of Smoking: Making the Risky Decision, by W. Kip Viscusi, Journal of Public Policy and Marketing, Vol. 13 (Spring 1994), pp. 170-173.
- Review of The Psychology of Attitudes, by Alice H. Eagly and Shelly Chaiken, American Scientist, Vol. 83 (January-February 1995), pp. 93-94.
- "The Construct Validity of Realtime Measurement of Affective and Evaluative Responses to Static and Dynamic Stimuli,"(with M.T. Pham, G.D. Hughes and J. Pracejus). Working Paper, March 1996.
- "The Direction of Post-Decision Thinking: Looking Forward Rather Than Looking Back," (with Lisa Bolton). In C. Pechmann and S. Ratneshwar (eds.), Society for Consumer Psychology: 1997 Winter Conference Proceedings, 1997, pp.57-61.
- "If You Believe in Ghosts," Invited comment in Regulation: The CATO Review of Business and Government, Vol. 20, (1997) No. 4, pp. 6-7.

RESEARCH AND POLICY ASSESSMENT ACTIVITIES

Smoking and Health

Evaluation of Cigarette Warning Messages for the Federal Trade Commission and United States Senate Commerce Committee, 1980-1982.

Expert Witness for Plaintiff in *Cipollone v. Liggett Group, Inc., Phillip Morris, Inc. and Lorillard, Inc.* 1988.

Reviewer 1989 Surgeon General's Report on Smoking and Health, Department of Health and Human Services.

Evaluation of Cigarette Advertising in Relation to the Tobacco Products Control Act and Expert Witness, Attorney General of Canada v. R.J.R. Macdonald Inc. and Imperial Tobacco Ltd., Government of Canada 1988-89.

Invited Testimony, "The Protect Our Children From Cigarettes Act of 1989," United States House of Representatives, 1989.

Invited Presentation, "Consumer/Smoker Perceptions of FTC Ratings," to the Ad Hoc Committee of the President's Cancer Panel, at the NCI Conference on the FTC Test Method for Determining Tar, Nicotine, and Carbon Monoxide Levels in Cigarettes, held in Bethesda, Maryland, December 1994.

Federal Trade Commission Activities

On behalf of the Federal Trade Commission evaluated proposed industry-wide trade regulation rules, supervised and reviewed consumer research or served as an expert witness in each of the following (1972-):

Proposed trade regulation rule regulating the sale of used motor vehicles

Proposed trade regulation rule concerning advertising claims for over-the-counter drugs

Proposed trade regulation rule concerning advertising for over-the-counter antacids

Proposed trade regulation rule regarding nutritional advertising claims for food products

Proposed trade regulation rule on detergent performance labeling

Proposed trade regulation rule regarding communication of consumers' rights in credit contracts

Federal Trade Commission vs. General Motors (Chevrolet Vega)

Federal Trade Commission vs. Thompson Medical (Aspercreme)

Federal Trade Commission vs. Figgie International (Heat Detectors)

Federal Trade Commission vs. American National Cellular (Cellular Telephones)

Federal Trade Commission vs. Campbell Soup Company

Federal Trade Commission vs. R.J. Reynolds Tobacco Company (Several cases including "Joe Camel")

Other Public Policy Activities

National Academy of Sciences, Consultant on Research Design to Panel on the Impact of Drug Use and Misuse, 1972-1973

Congress of the United States, Consultant to Office of Technology Assessment, 1976

Member, Working Group on the Effects of the Mass Media on the Use and Abuse of Alcohol, National Institute on Alcohol Abuse and Alcoholism, 1992

Organized and chaired "*Special Session: Information Gaps in Public Policy: Things I Have Been Told But Don't Quite Believe--Can Consumer Researchers Help?*" (Advances in Consumer Research, Vol. 23 (1996), pp. 312-316) at the 1995 Association for Consumer Research Annual Conference, bringing together (among others) the Deputy Commissioner for Policy at the Food and Drug Administration, the Director and Associate Director of the Bureau of Consumer Protection at the Federal Trade Commission, and a former FTC Commissioner.

ABBREVIATED SUMMARY OF CONFERENCE AND UNIVERSITY PRESENTATIONS

Annual Conferences

Numerous presentations at the following national conferences: Association for Consumer Research, American Marketing Association, Society for Consumer Psychology

Presentations at the following: American Association for Public Opinion Research, American Psychological Association, Marketing Science

Specialized Conferences

Attitude Research and Consumer Behavior - University of Illinois, 1970 (Conference Organizer)
Buyer/Consumer Information Processing - University of Chicago, 1973
Doctoral Education in Marketing - University of North Carolina, 1976
Analytic Approaches to Product and Marketing Planning - University of Pittsburgh, 1977
Involvement and Consumer Behavior - New York University, 1982
The Uses of Cognitive Psychology in Advertising and Marketing - University of Illinois, 1987
Marketing Science Institute Conference, "Tears, Cheers, and Fears" - Duke University, 1991
National Advertising Division, Council of Better Business Bureaus Conference, "Advances in Claim Substantiation", 1991

University Presentations and Colloquia

Columbia, McGill, Northwestern, Ohio State, Penn State, Pittsburgh, Sherbrooke, University of California - Irvine, UCLA

PROFESSIONAL AND SERVICE ACTIVITIES

Service for Scholarly Journals

Editor: Journal of Public Policy & Marketing (2001-2006)
Editorial Board: Journal of Consumer Research (1974 -)
Journal of Public Policy & Marketing (1998-)
Journal of Marketing (1979 - 1987)

American Marketing Association

Program Chairman, 1975 National Educators' Conference
Doctoral Dissertation Awards Committee (several years)
Doctoral Consortium Faculty (1978-1980, 1984, 1986, 1990)
Reviewer, Competitive Paper Sessions, Annual Conferences

Association for Consumer Research

Program Chairman, 1970 National Conference
Treasurer, 1971
President, 1972
Member of Executive Committee and Chairman, Nominating Committee, 1973
Chairman, Awards Committee, 1974
Robert Ferber Award Committee (To select the outstanding interdisciplinary article on consumer behavior based on a doctoral dissertation) 1984
Reviewer, Competitive Paper Sessions, Annual Conferences

American Psychological Association

Professional Practices Committee, Division 23, 1973

Affiliate Affairs Committee, Division 23, 1973

Service to College and University of Florida

Development of Interdisciplinary Graduate Program in Consumer Psychology

(received 1981 Exxon Award from the American Assembly of Collegiate Schools of Business, "For educational innovation in graduate education for business administration and management").

Committee memberships include: Chairman, State of Florida Marketing Common Course Committee, University Curriculum Committee, University Educational Policy Committee, College Promotion and Tenure Committee, College Long Range Planning Committee, College Undergraduate Committee, Division of Sponsored Research/Graduate School Summer Research Awards Committee

Editorial Board, "The Facts About Drugs and Alcohol," University of Florida College of Medicine Newsletter.

Doctoral Students

Served as the primary or co-advisor to each of the following:

Marvin Goldberg	(1972)	Robert Burnkrant	(1974)	Kunal Basu	(1987)
Spencer Tinkham	(1973)	John Vann	(1980)	Michel Pham	(1994)
Olli Ahtola	(1973)	Paul Miniard	(1981)	Americus Reed II	(2000)
Herbert Hupfer	(1973)	Peter Dickson	(1981)	Eduardo Andrade	(2004)
Richard Lutz	(1973)	Raymond Burke	(1985)		
Michael Munson	(1973)	Alain d'Astous	(1985)		