

Iris L. Žeželj

CURRICULUM VITAE

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EDUCATION AND DEGREES

Doctor of Philosophy (Ph.D.), Psychology <i>Memory egotism</i> The University of Belgrade, Serbia	2012
Magisterium, Psychology <i>The effect of argument quality, issue importance and personal involvement on attitude change</i> The University of Belgrade, Serbia	2006
Diploma, Psychology <i>The effect of communication modality on responsibility attribution.</i> The University of Belgrade, Serbia	2000

RESEARCH INTERESTS

Self knowledge: self serving biases, motivated memory, affective forecasting

Dual process models in attitude change, behavior, attribution & reasoning

Implicit and explicit measures of attitudes

Stereotyping and prejudice

RESEARCH EXPERIENCE

Co-founder and senior researcher in Social cognition laboratory University of Belgrade, Serbia	2010-present
Senior researcher and data analyst IPSOS-SMMRI, Belgrade	2000-2003
Researcher in Laboratory for experimental psychology University of Belgrade, Serbia	1995-2000

SCHOLARSHIPS AND AWARDS

Award	Best paper presented at InPACT conference, Lisabon	2012
Fellow	Summer Institute in Bounded Rationality, Max Planck Inst.	2011
Award	Best student in the generation, Department of Psychology	2001
Scholarship	Young researchers, Serbian Ministry of Science	1996-2000

GRANTS AND INTERNATIONAL PROJECTS

Roma people in Europe: cross national survey
11 countries consortium coordinated by University of Limerick

2013-present

COST Action IS1205
Social psychological dynamics of historical representations in the enlarged European Union
<http://costis1205.wix.com/>

2012-present

Replications of Important Results in Social Psychology.
Grant from [Center for Open Science, Charlottesville, VA](#)
<https://osf.io/hxeza/wiki/about/>

2013-present

Project Implicit Serbia
<https://implicit.harvard.edu/implicit/serbia/>

2009-present

Focus Balkans Project (financed within FP7 , KBBE 2007 1, GA 212579)
www.focus-balkans.org

2007-2012

INTERNATIONAL ACADEMIC COLLABORATION

University of Limerick (Roma people in Europe)

Utrecht University (IS COST 1205, Authochtony)

VU University, Amsterdam (Disgust, ideology and out-group attitudes)

University of Virginia, Eindhoven University of Technology (Project Replication)

Harvard University, University of Virginia (Project Implicit)

Newcastle University, Wageningen University (FOCUS Balkans)

The New School of Social Research (The effect of Ingroup Reprehensible Actions)

Union college, Yale University (Negative Attitude Framing)

Leiden University (Political Cynicism)

COURSES TAUGHT

Social Psychology	2007-present
Socialization	2007-present
Social Perception and Interaction	2007-present
Research in Social Psychology	2008-present
Supervizing doctoral and master thesis	

EDITORIAL SERVICES

<i>Psihologija</i>	Associate Editor
<i>Appetite</i>	Ad hoc reviewer
<i>Primenjena psihologija</i>	Ad hoc reviewer
<i>Sociologija</i>	Ad hoc reviewer
<i>Društvena istraživanja</i>	Ad hoc reviewer

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

European Association of Social Psychologists (EASP)	Full member
International Society for Political Psychology (ISPP)	Full member

RESEARCHER PROFILE IN ACADEMIC NETWORKS

<https://fvm.academia.edu/IrisŽeželj>

http://www.researchgate.net/profile/Iris_Zeelj

- Žeželj, I.**, Ćirović, I., & Jošić, S. (in press). How contact shapes implicit and explicit preferences: Attitudes toward Roma children in inclusive and non-inclusive environment. *Journal of applied social psychology*.
- Žeželj, I.**, & Jokić, B. (2014). Replication of experiments evaluating impact of psychological distance on moral judgment (Eyal, Liberman & Trope, 2008; Gong & Medin, 2012). *Social psychology* (online at present, to be published in May). doi: 10.1027/1864-9335/a000188
- Milošević-Đorđević, J. S., & **Žeželj, I. L.** (2014). Psychological predictors of addictive social networking sites use: The case of Serbia. *Computers in Human Behavior*, 32, 229-234.
- Bizer, G. Y., **Žeželj, I. L.**, & Luguri, J. B. (2013). When are support and opposition not opposites? Depth of processing as a moderator of the valence-framing effect. *British Journal of Social Psychology*, 52, 191-201.
- Pavlović, M., & **Žeželj, I.** (2013). Brief Implicit Association test: Validity and utility in prediction of voting behavior. *Psihologija*, 46, 261-278.
- Jokić, B., & **Žeželj, I.** (2013). Why festival museum attendance cannot predict regular museum attendance: Examining the attitude-behavior relationship. *Kultura*, 140, 445-469.
- Žeželj, I.** (2012). How sadness and happiness influence ethnic stereotyping. *Psihološka istraživanja*, 15, 37-50.
- Žeželj, I.**, Milošević, J., Stojanović, Ž., & Ognjanov, G. (2012). Motivational and informational bases of attitudes towards functional food. *Appetite*, 59, 960-967.
- Milošević, J., **Žeželj, I.**, Gorton, M., & Barjolle, D. (2012). Understanding the motives for food choice in Western Balkan countries. *Appetite*, 58, 205-214.
- Ćirović, I., Jošić, S., & **Žeželj, I.** (2011). Primjena i validacija testa implicitnih asocijacija u mjeranju implicitnih predrasuda prema Romima kod dece [The application and validation of Child IAT in measuring implicit prejudice towards Roma]. *Suvremena psihologija*, 2, 171-182 .
- Jovanović, K., & **Žeželj, I.** (2011). The effects of framing and ego involvement on performance on the Wason selection task. *Psihologija*, 44, 261-276 .
- Branković, M., & **Žeželj, I.** (2010). The effects of matching a persuasive message to a recipient's self-concept on attitude change. *Psihologija*, 43, 233-253.
- Žeželj, I.**, Lazarević, Lj., & Pavlović, M. (2010). Test Implicitnih Asocijacija (IAT): teorijske i metodološke osnove [The Implicit Association Test: theoretical and methodological background]. *Psihologijske teme* 19, 45-70.
- Žeželj, I.**, Pajić, S., Omanović, N., Ninković, J., & Grčić, J. (2009). The impact of ego-involvement in the creation of false childhood memories. *Psihologija*, 42, 289-305.

- Žeželj, I.**, Pavlović, M., Vladislavljević, M., & Radivojević, B. (2009). Construction and behavioral validation of superstition scale. *Psihologija*, *42*, 141-158.
- Žeželj, I.**, Škorić, M., Bogdanović, S., Hristić, D., & Stokić, D. (2007). Valence framing of political preferences and resistance to persuasion. *Psihologija*, *40*, 365-383.
- Žeželj, I.**, Jović S., Mihajlović B., Savić S., Tadić M., & Vučetić A. (2006). Eksperimentalna provera efikasnosti strategija izgradnje otpornosti na ubeđivanje u zavisnosti od kanala prijema poruke [Experimental evaluation of efficacy of the strategies for the resistance to persuasion]. *Psihologija*, *39*, 147-167.
- Žeželj, I.** (2005). Modeli dualne obrade u procesu promene stavova [Dual elaboration models in attitude change processes]. *Psihologija*, *38*, 255-278.
- David, H., Žunić, P., Jokić B., **Ivanović I.**, & Pavlović-Babić D. (2003). Organizacija Studentskog protesta [Organization structure of Student protest]. *Psihološka istraživanja*, *13*, 125-146.
- Milovanović, G., **Ivanović, I.** (1999). Efekti kontekstualnih varijabli na proces semantičke verifikacije [The effects of contextual variables on semantic verification process]. *Psihološka istraživanja*, *10*, 201-231.

ARTICLES IN PREPARATION

- Branković, M., & **Žeželj, I.** (under revision). Perception of argument quality: Effects of evidence quality and type in persuasive contexts. *Social influence*.

BOOKS AND BOOK CHAPTERS

- Milošević-Dorđević, J., & **Žeželj, I.** (2013). Quantitative Surveys of Food Consumption and Motives: The Food Choice Questionnaire (FCQ). In *Food Consumer Science* (pp. 27-41). Springer Netherlands.
- Kostić, T., & **Žeželj, I.** (2012). Parental and partner acceptance as predictors of psychological adjustment among Serbian university students. In Rippol-Nunez, K., Comunian, A.L., & Brown, C. (Eds.) *Expanding horizons: Current research on interpersonal acceptance* (pp. 48-61). Brown Walker Press, Bocca Raton.
- Žeželj, I.** (2007). Politički cinizam mladih - kroskulturalna studija [Political cynicism among youth: a cross cultural study]. In: Biro, M., & Smederevac, S. (Eds.). *Psihologija i društvo* (pp. 101-113). Novi Sad, Odsek za psihologiju Filozofskog fakulteta.
- David, H., **Ivanović, I.**, Jokić, B., & Savić, J. (2002). Stavovi mladih iz Srbije i Crne Gore prema drugim narodima i državama [Attitudes of adolescents from Serbia and Crna Gora towards other nations and states]. Beograd: Centar za antiratnu akciju,

Reprinted in

Brković, Č. (2007). Stvoriti prostor između: izvan i nakon granica [Making the space between: beyond and after borders]. (pp 92-108) Podgorica, Omladinski centar Juventus.

CONFERENCE PRESENTATIONS

Žeželj, I., & Jokić, B. (2013, August). Assymetrical dominance effect depending on temporal and social distance of decision. Poster presented at 18th ESCOP meeting, Budapest, book of abstracts p. 87.

Žeželj, I., & Komnenić, D. (2013, August). To appear straight or successful: impact of masculinity threat and task importance on test results. Poster presented at 18th ESCOP meeting, Budapest, book of abstracts p. 87

Žeželj, I., Sučević, J., Mirković, K., & Marinković, M. (2013, May). I performed well? I must be the cause! The effect of feedback quality on self-serving biases. Paper presented at International Psychological Applications Conference and Trends, Lisbon, book of proceedings pp 381-383.

Žeželj, I., & Milošević-Đorđević, J. (2013, May). Relationship between online and offline civic activism. Paper presented at International Psychological Applications Conference and Trends, Lisbon, book of proceedings pp 378-380.

Marinković, M., Mirković, K., Sučević, J., & **Žeželj, I.** (2013, April). Pristrana rekonstrukcija postignuća na testu ovisno o povratnoj informaciji o učinku [Motivated over-reporting in success or failure feedback condition]. Paper presented at 21th Ramiro and Zoran Bujas Days, Zagreb, Croatia, book of abstracts p. 165.

Milošević, J., & **Žeželj, I.** (2013, April). Psychological predictors of excessive Internet use. Paper presented at 21th Ramiro and Zoran Bujas Days, Zagreb, Croatia, book of abstracts p. 172.

Kašiković, B., Jerotijević, I., Novaković, S., Mijatović, K., **Žeželj, I.** (2013, March). Kako izmeriti socijalno poželjno odgovaranje: Adaptacija Paulusovog testa "Precenjivanja znanja"[How to measure socially desirable responding: Adaptation of Paulhus "Overclaiming technique"]. Paper presented at 19th meeting Empirical research in psychology, Belgrade, Serbia, book of abstracts pp. 96-97.

Mirković, K., Sučević, J., Marinković, M., & **Žeželj, I.** (2013, March). Uticaj povratne informacije o učinku i direktnosti procene na poređenje sa prosečnim drugim "[The impact of feedback and directness of assessment on the "above average effect"]. Paper presented at 19th meeting Empirical research in psychology, Belgrade, Serbia, book of abstracts pp. 98-99.

Pavlović, M., & **Žeželj, I.** (2013, March). Implicitni i eksplicitni stavovi prema konzumiranju zdravih i nezdravih namirnica u ishrani "[The implicit and explicit attitudes towards healthy and unhealthy food]. Paper presented at 19th meeting Empirical research in psychology, Belgrade, Serbia, book of abstracts pp. 114-115.

- Kašiković, B., Jerotijević, I., Novaković, S., Marinković, M., & **Žeželj, I.** (2013, April). Uticaj motivacijskog konteksta na socijalno poželjno odgovaranje u Paulhusovoj tehnici "Pretjeranih tvrdnji" "[The impact of motivational context on bias in Paulhus "Overclaiming technique"]". Paper presented at 21th Ramiro and Zoran Bujas Days, Zagreb, Croatia, book of abstracts p. 152.
- Žeželj, I.** (2012, June). Pozitivne pristrasnosti u sećanju na sopstvena akademska postignuća [Positive biases in remembering personal academic achievements]. Paper presented at 60th Scientific meeting of Serbian psychologists, book of abstracts pp. 245-246.
- Komnenić, D., Milisavljević, M., & **Žeželj, I.** (2012, June). Uticaj uverenja o učinku na izazivanje "vrućeg" afektivnog stanja u istraživanju greške u afektivnom predviđanju [The impact of outcome belief in producing "hot state" in affective forecasting]. Paper presented at 60th Scientific meeting of Serbian psychologists, book of abstracts pp. 192-193.
- Bjekić J., Živanović, M., & **Žeželj, I.** (2012, June). Lingvistički korelati implicitnih stavova prema homoseksualnosti [Linguistic correlates of implicit attitudes towards homosexuality]. Paper presented na 60th Scientific meeting of Serbian psychologists, book of abstracts pp. 184-185.
- Žeželj, I.** (2012, May). Motivated over-reporting of past performances. Paper presented at International Psychological Applications Conference and Trends, Lisbon, book of abstracts p. 95.
- Žeželj, I.**, & Milošević-Đorđević, J. (2012, May). Information gathering in food choice: Who uses food labels? Paper presented at International Psychological Applications Conference and Trends, Lisbon, book of abstracts p. 91.
- Milošević-Đorđević, J., & **Žeželj, I.** (2012, May). Predictors of impulsive food consumption. Paper presented at International Psychological Applications Conference and Trends, Lisbon book of abstracts p. 101.
- Kalanj M., & **Žeželj, I.** (2012, February). Igra pogodbe kao situacija za ispitivanje sklonosti obmanjivanju [Bargaining game as a situation to study deception]. Paper presented at 18th meeting Empirical research in psychology, Belgrade, Serbia, book of abstracts pp. 105-106.
- Boyle, P.J., Castano, E., DiLellio, A., Petrovic, N., **Žeželj, I.**, Cehajic, S.,& Leidner, B. (2012, January). Fostering reconciliation in post-conflict contexts: the role of perceived Serbian national superiority in the Balkan nations. Paper presented at 13th SPSP conference, SAn Diego, CA, book of abstracts p. 99.
- Randelović., & **Žeželj, I.** (2011, July). *The effect of cognitive busyness on socially desirable responding.* Paper presented at 32th annual meeting of International Society of Political Psychology (ISPP), Istanbul, Turkey.
- Ivanović, A., & **Žeželj, I.** (2011, July). *Implicit and explicit in-group favoritism: the case of Serbs and Croats.* Paper presented at 32th annual meeting of International Society of Political Psychology (ISPP), Istanbul, Turkey.

- Ivanović, A., **Žeželj, I.**, Smuđa, M., & Todorović, M. (2011, April). Predviđanje afektivnih reakcija na neuspjeh [Affective forecasting: reacting to failure]. Paper presented at 20th Ramiro and Zoran Bujas Days, Zagreb, Croatia, book of abstracts p. 114.
- Jošić, S., Ćirović, I., Jovanović, B., & **Žeželj, I.** (2011, April). Mogućnosti primjene testa implicitnih asocijacija na djeci uzrasta 10 godina. [Applying implicit association test in 10 year olds]. Paper presented at 20th Ramiro and Zoran Bujas Days, Zagreb, Croatia, book of abstracts p. 115.
- Brajović, A., & **Žeželj, I.** (2011, February). Efekat osveščivanja dejstva psihološkog imunog sistema pri afektivnom predviđanju [Affective forecasting: the effects of raising awareness of psychological immune system]. Paper presented at 17th meeting Empirical research in psychology, Belgrade, Serbia.
- Branković, M., & **Žeželj, I.** (2011, February). Percepcija kvaliteta argumenata: koliko su logički kriterijumi psihološki relevantni [Perception of argument quality in persuasion: are the logical criteria psychologically relevant]. Paper presented at 17th meeting Empirical research in psychology, Belgrade, Serbia.
- Pavlović, M., & **Žeželj, I.** (2010, May). Odnos implicitnih i eksplicitnih političkih stavova [Implicit and explicit political attitudes]. Paper presented at 17th international meeting „Dani psihologije u Zadru“, Zadar, Croatia.
- Pavlović, M., & **Žeželj, I.** (2010, May). Mjerenje implicitnih političkih stavova i izbor stimulusa [The choice of stimuli in creation of BIAT for political parties]. Paper presented at 17th international meeting „Dani psihologije u Zadru“, Zadar, Croatia.
- Branković, M., & **Žeželj, I.** (2010, February). Uloga kvaliteta argumenata u promeni stavova. [The impact of argument quality in attitude change]. Paper presented at 16th meeting Empirical research in psychology, Belgrade, Serbia.
- Pavlović, M., & **Žeželj, I.** (2010, February). Metrijske karakteristike kratke verzije testa implicitnih asocijacija [BIAT: metrical performances]. Paper presented at 16th meeting Empirical research in psychology, Belgrade, Serbia.
- Petrović, N., **Žeželj, I.** (2009, July) Mutual stereotypes of Serbs, Croats, and Bosniaks in the light of two factors. Paper presented at 32th annual meeting of International Society of Political Psychology (ISPP), Dublin, Ireland.
- Žeželj, I.**, Petrović, N. (2009, July). The effect of incidental affective states on stereotyping towards Albanians. Paper presented at 32th annual meeting of International Society of Political Psychology (ISPP), Dublin, Ireland.
- Žeželj, I.** (2009, April). Uticaj formulacije argumenata na pristrasnu obradu poruke u zdravstvenoj propagandi [The impact of argument framing on biased message processing in health campaigns]. Paper presented at 19th Days of Ramiro and Zoran Bujas, Zagreb, Croatia.
- Žeželj, I.** (2008, July). The development of classification by nationality: using names as cues. Paper presented at 32th annual meeting of International Society of Political Psychology (ISPP), Paris, France.

- Žeželj, I.** (2007, July). Objectivity in attitude change- revisiting the motivational issues. Paper presented at 10th European Congress of Psychology, Prague, Check republic.
- Žeželj, I.** (2007, February). Značajnost stava kao faktor njegove otpornosti na pokušaj promene [Attitude importance as a factor of its' resistance to persuasion]. Paper presented at 13th meeting Empirical research in psychology, Belgrade, Serbia.
- Žeželj, I.** (2006, July). Facing the war crimes: effects of video-taped evidence. Paper presented at 29th Annual meeting of International Society of Political Psychology (ISPP), Barcelona, Spain.
- Žeželj, I.** (2006, July). Role and influence of communication modality in the process of responsibility attribution. Paper presented at 26th International congress of Applied psychology, Athens, Greece.
- Žeželj, I., Radić, I.** (2006, September). Evaluacija programa kros-kulturne razmene: akademski semestar u SAD. [Evaluation of program for cross cultural exchange: Academic semester in the United States]. Proceedings from 4th International symposium "Susret kultura", Novi Sad, pp 623-658.
- Ivanović, I., Jokić, B., Petrović, T., Skoko, S., Žunić, P.** (1999, February). Eksperimentalna evaluacija programa za integraciju HIV+ dece u školsko okruženje [Experimental evaluation of programme for inclusion of HIV+ children in school environment]. Paper presented at 5th meeting Empirical research in psychology, Belgrade, Serbia.
- Milovanović, G., **Ivanović, I., Janković, D.** (1996, February) Položaj objekta u svesti i profesionalna orijentacija [Semantic positioning of attitude objects as a predictor of professional preferences]. Paper presented at 2nd meeting Empirical research in psychology, Belgrade, Serbia.

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