

**Cristina Zogmaister**  
**Associate Professor**  
**Psychology Department**  
**University of Milano Bicocca**

**Contacts**

Mailing Address:

University of Milan – Bicocca  
Psychology Department  
Building U6 – Room 3113  
Piazza dell'Ateneo Nuovo 1  
20126 Milan, Italy

Phone: ++39-02-6448 3835

Email: [cristina.zogmaister@unimib.it](mailto:cristina.zogmaister@unimib.it)

**Short Biography**

I **graduated in Psychology** in 1998 (University of Padova, Italy). Next, I spent two semesters of research at Karl-Ruprecht University in Heidelberg, Germany, and at Purdue University, Indiana, USA, and I worked as a consultant in personnel selection and marketing research. From **2001 to 2005** I completed a **Ph.D. in Cognitive Sciences** at the University of Padova. From **2005 to 2008** I was **Research Fellow** [*Assegnista di Ricerca*] in Psychology at the Department of Psychology of Development and Socialization, University of Padova, and subsequently, from **2008 to 2015** I was **Assistant Professor** [*Ricercatore*] at the Department of Psychology of the University of Milan Bicocca. Since **2015** I am **Associate Professor in Psychometrics** at the University of Milan Bicocca.

**Research Interests**

My research spans the fields of *psychological measurement, prediction of behavior, and social cognition*. Most of my research focuses on attitudes: their measurement through direct and indirect instruments, their malleability and change, and their relation with overt behavior. I am particularly interested in the psychology of *consumers' attitudes, direct and indirect measurement of personality, Open Science, and the reproducibility of scientific research*.

## SCIENTIFIC PUBLICATIONS

## Articles in peer-reviewed journals

1. **Zogmaister, C.**, Brignoli, S., Martellone, A., Tuta, D., Perugini, M. (accepted for publication November 4, 2022) We like it 'cause you take it: Unexpected effects of approach/avoidance behaviors on observers. *Cognition & Emotion*.
1. **Zogmaister, C.**, Maricutoiu, L.P. (2022). Mirror, mirror on the wall, tell me that I have succeeded at it all: Self-esteem and the defensive mechanisms against failure *Social Psychology of Education*. <https://doi.org/10.1016/j.adolescence.2008.06.007>
2. Vezzoli, M., **Zogmaister, C. (corresponding author)** (accepted for publication May 23, 2022). An Introductory Guide for Conducting Psychological Research with Big Data. *Psychological Methods*
3. Coen, S., Vezzoli, M., **Zogmaister, C.** (accepted July 2022). Theoretical and Methodological Approaches to Activism during COVID-19 Pandemic - between continuity and change. *Frontiers in Political Science*.
4. Delios, A., Clemente, E., Wu, T., Tan, H., Wang, Y., Gordon, M., Viganola, D., Chen, Z., Dreber, A., Johannesson, M., Pfeiffer, T., **Generalizability Tests Forecasting Collaboration**, & Uhlmann, E.L. (2022) (**Member of Generalizability Collaboration**). Examining the context sensitivity of research findings from archival data. *Proceedings of the National Academy of Sciences*, 119 (30), e2120377119
5. Vezzoli, M., **Zogmaister, C.**, and Coen, S. (2021). Love, desire, and problematic behaviors: Exploring young adults' smartphone use from a uses and gratifications perspective. *Psychology of Popular Media*. <https://doi.org/10.1037/ppm0000375>
6. Vezzoli, M., Colombo, A., Marano, A., Zoccatelli, G., **Zogmaister, C.** (2021). Test for Mobile Phone Dependence: Psychometric Properties and Confirmatory Factor Analysis. *Current Psychology*. 1-12 <https://doi.org/10.1007/s12144-021-01449-5> [Open Data; Open Materials]
7. McCarthy, R. J., Gervais, W., Aczel, B., Al-Kire, R. L., Baraldo S. M., Baruh L., Basch, C., Baumert, A., Behler, A., Bettencourt, A., Bitar, A., Bouxom, H., Buck, A., Cemalcilar, Z., Chekroun, P., Chen, J. M., del Fresno- Díaz, A., Ducham, A, Edlund, J. E.,...**Zogmaister, C.** (2021). A multi-site collaborative study of the hostile priming effect. *Collabra: Psychology*, 7(1): 18738. <https://doi.org/10.1525/collabra.18738> [Open Data; Open Materials]
8. Tierney, W., Hardy, J. H., III., Ebersole, C., Viganola, D., Clemente, E., Gordon, M., Hoogeveen, S., Haaf, J., Dreber, A.A., Johannesson, M., Pfeiffer, T., Chapman, H., Gantman, A., Vanaman, M., DeMarree, K., Igou, E., Wylie, J., Storbeck J., Andreychik, M.R., McPhetres, J., Vaughn, L.A., **Culture and Work Morality Forecasting Collaboration**, & Uhlmann, E. L. (2021). A creative destruction approach to replication: Implicit work and sex morality across cultures. *Journal of Experimental Social Psychology*, 93, 104060. (**Member of Forecasting Collaboration**). [A creative destruction approach to replication: Implicit work and sex morality across cultures - ScienceDirect](https://doi.org/10.1016/j.jesp.2021.104060)

9. **Zogmaister, C.**, Richetin, J., Perugini, M., Vezzoli, M., & Songa, G. (2020). Motivational relevance modulates the predictive validity of the Implicit Association Test. *Social Cognition*, *38* (1), 237-268 <https://doi.org/10.1521/soco.2020.38.3.234> [Open Data; Open Materials]
10. **Zogmaister, C.**, Durante, F., Mari, S., Crippa, F., and Volpato, C. (2020). Measuring Objectification Through the Body Inversion Paradigm: Methodological Issues. *PLOS One* [Open Access; Open Data; Open Protocol] DOI: 10.1371/journal.pone.0229161
11. Scionti, N., Cavallero, M., **Zogmaister, C.**, & Marzocchi, G.M. (2020). Is cognitive training effective for improving Executive Functions in preschoolers? A systematic review and meta-analysis. *Frontiers in Psychology*. DOI: 10.3389/fpsyg.2019.02812 [Open Access; Preregistered; Open Data]; This article has a corrigendum: <https://doi.org/10.3389/fpsyg.2020.00410> [Open Access]
12. Vezzoli, M., **Zogmaister C.**, and Van den Poel, D. (2020). Will They Stay or Will They Go? The Prediction of Customer Churn in the Energy Sector. *Applied Marketing Analytics*, *6*(2), 1-15
13. **Zogmaister, C.** (2018). Data sharing *must* become common practice for psychological research (La condivisione dei dati *deve* diventare prassi comune per la ricerca psicologica). *Giornale Italiano di Psicologia*, *45* (4), 55-68. DOI: 10.1421/92986
14. Fasoli, F., Durante, F. Mari, S., **Zogmaister, C.**, Volpato, C. (2018). Shades of sexualization: When sexualization becomes sexual objectification. *Sex Roles*, *78*, 338-351. DOI:10.1007/s11199-017-0808-1
15. **Zogmaister, C.**, Perugini, M., & Richetin, J. (2016). Motivation modulates the effect of approach on implicit preferences. *Cognition & Emotion*, *29*, 1-22. DOI: 10.1080/02699931.2015.1032892.
16. Vezzoli, M., & **Zogmaister, C.** (2016). The Semantic Misattribution Procedure. *Psicologia Sociale*, *11*, 213-244. DOI: 10.1482/84663
17. Finell, E., & **Zogmaister, C.** (2015). Blind and constructive patriotism, national symbols and outgroup attitudes. *Scandinavian Journal of Psychology*, *56*, 189-197. DOI: 10.1111/sjop.12193
18. Perugini, M., Richetin, J. & **Zogmaister, C.** (2014) Indirect measures as a signal for evaluative change. *Cognition & Emotion*, *28*, 208-229. DOI: 10.1080/02699931.2013.810145
19. **Zogmaister, C.**, Roccato, M., & Borra, L. (2013). Health Practitioners' Implicit and Explicit Attitudes Toward Drug Addicts Predict Absenteeism and Extra Work. *Basic and applied social psychology*, *35*(2), 191-199. DOI: 10.1080/01973533.2013.764300
20. Perugini, M., **Zogmaister, C.**, Richetin, J., Prestwich, A., & Hurling, R. (2013). Changing implicit attitudes by contrasting the self with others. *Social Cognition*, *31*(4), 443-464. DOI: 10.1521/soco\_2012\_1003.
21. Carraro, L., **Zogmaister, C.**, Arcuri, L., Pastore, M., & Corti, C. (2013). On the factorial structure of self- esteem as measured by the Italian translation of the Self-Liking/Self-Competence Scale-Revised (SLCS-R). *Psicologia sociale*, *8*(3), 371-0. DOI: 10.1482/74880

22. Perugini, M., Richetin, J., & **Zogmaister**, C. (2012). The formation of implicit and explicit attitudes for neutral and valenced stimuli using the self. *Learning and Motivation*. DOI: 10.1080/02699931.2013.810145
23. Agosta, S., Ghirardi, V., **Zogmaister**, C., Castiello, U., Sartori, G. (2011). Detecting fakers of the autobiographical IAT. *Applied Cognitive Psychology*, 25, 299-306. DOI: 10.1002/acp.1691.
24. **Zogmaister**, C. e Castelli, L. (2011). Perché i giovani bevono? Versione italiana del DMQ-R (Cooper, 1994), strumento per l'indagine della motivazione al consumo di alcoolici. [Why do youngsters drink? Italian version of DMQ-R (Cooper, 1994), instrument for the investigation of the motivation to consumption of alcoholics]. *Psicologia della Salute*. DOI: 10.3280/PDS2011-001008
25. Roccato, M., & **Zogmaister**, C. (2010). Predicting the Vote Through Implicit and Explicit Attitudes: A Field Research. *Political Psychology*, 31(2), 249-274. DOI: 10.1111/j.1467-9221.2009.00751.x
26. Castelli, L., **Zogmaister**, C., & Tomelleri, S. (2009). The transmission of racial attitudes within the family. *Developmental Psychology*, 45, 586-591. DOI: 10.1037/a0014619
27. Panzeri, F., & **Zogmaister**, C. (2009). Il ruolo del focus regolatorio nell'ambito organizzativo [The role of regulatory focus in organizations]. *Psicologia Sociale*, 4, pp. 29-50. DOI: 10.1482/29209.
28. Arcuri, L., Castelli, L., Galdi, S., **Zogmaister**, C. e Amadori A. (2008) Predicting the Vote: Implicit Attitudes as Predictors of the Future Behavior of Decided and Undecided Voters. *Political Psychology*, 29, 369–387. DOI: 10.1111/j.1467-9221.2008.00635.x
29. Castelli, L., Tomelleri, S., & **Zogmaister**, C. (2008). Implicit ingroup metafavoritism: Subtle preference for ingroup members displaying ingroup bias. *Personality and Social Psychology Bulletin*, 34, 807-818. DOI: 10.1177/0146167208315210
30. **Zogmaister**, C., Arcuri, L., Castelli, L. & Smith E.R. (2008) The impact of loyalty and equality on implicit ingroup favoritism. *Group Processes and Intergroup Relations*, 11 (4), 495-514. DOI: 10.1177/1368430208095402
31. Sartori, G., Agosta, S., **Zogmaister**, C., Ferrara, S., & Castiello, U. (2008) How to accurately assess autobiographical events. *Psychological Science*, 19 (8), 772-780. DOI: 10.1111/j.1467-9280.2008.02156.x
32. Sanchez, A., **Zogmaister**, C., e Arcuri, L. (2007). When “They” Becomes “We”: Multiple Contrasting Identities in Mixed Status Groups. *Self and Identity*, 6, 154-172.
33. Roccato, M., **Zogmaister**, C. (2007). È possibile migliorare le previsioni di voto usando lo IAT? Una prova sul campo in occasione delle elezioni politiche italiane del 2006. *Polena*, 1/2007, 33-52.
34. **Zogmaister**, C. e Castelli, L. (2006). La misurazione di costrutti impliciti attraverso l'Implicit Association Test. *Psicologia Sociale*, 1, 65-94. DOI: 10.1482/21502
35. **Zogmaister**, C., Arcuri, L., e Modena, S. (2006). La percezione di gruppi caratterizzati da status sociale asimmetrico. Rapporto tra processi impliciti ed espliciti. *Rassegna di Psicologia*, 13, 93-122

36. **Zogmaister** , C., Mattedi, S. e Arcuri, L. (2005). Autostima implicita ed esplicita: due strumenti d'indagine a confronto. *Psicologia dell'Educazione e della Formazione*, 7 , 21-38
37. Castelli, L., **Zogmaister** , C., Smith, E.R., Arcuri, L. (2004). On the automatic evaluation of social exemplars. *Journal of Personality and Social Psychology*, 86, 373-387.
38. Castelli, L., Macrae, N., **Zogmaister** , C., Arcuri, L. (2004) A tale of two primes: Contextual limits on stereotype activation. *Social Cognition*, 22, 233-247.
39. **Zogmaister** , C. (2004). Memoria implicita ed esperienze sociali. [Implicit memory and social experiences] *Giornale Italiano di Psicologia*, 31, 35-61. DOI: 10.1421/16261.
40. Castelli, L., Arcuri, L., **Zogmaister** , C. (2003) Perceiving group members who use stereotypes: Implicit conformity and similarity. *European Journal of Social Psychology*, 33, 163-176.
41. Castelli, L., **Zogmaister** , C., Arcuri, L. (2001). Exemplar activation and interpersonal behavior. *Current Research in Social Psychology*, 6, 33-45.
42. Castelli, L., **Zogmaister** , C. (2000). The role of familiarity in implicit memory effects: The case of exemplar activation. *European Journal of Social Psychology*, 30 , 223-234.
43. **Zogmaister** , C., Castelli, L. (1998). Le rappresentazioni di genere sessuale nelle pubblicità per bambini. *Psicologia Italiana*, 3 , 41-48.

## Books

1. Arcuri, L., e **Zogmaister** , C. (2007) *Metodi di ricerca nella cognizione sociale*. Bologna: Il Mulino.

## Chapters in Books

1. **Zogmaister**, C. (2017). Implicit Cognitive Processes and Voting. *The SAGE Encyclopedia of Political Behavior*, edited by Fathali Moghaddam, SAGE, pp. 384-387.  
<http://dx.doi.org/10.4135/9781483391144.n179>
2. Perugini, M; Costantini, G; Richetin, J; **Zogmaister**, C. (2015). Implicit Association Tests, Then and Now. In T.M. Ortner, & F. van de Vijver (Eds.), *Behavior-based Assessment in Psychology* (pp. 15-28). Hogrefe.
3. **Zogmaister**, C. (2011). Consequences of implicit-explicit attitude inconsistency. In M. Cadinu, S. Galdi, & A. Maass (Eds.), *Social Perception, Cognition, and Language in Honour of Arcuri* (pp- 93-108). Padova: CLEUP.
4. Perugini, M. Richetin, J., & **Zogmaister**, C. (2010). Prediction of behavior. In B. Gawronski, & K. Payne (Eds.), *Handbook of Implicit Social Cognition: Measurement, Theory, and Applications* (255-277). New York: Guilford.

5. Arcuri, L., Castelli, L., & **Zogmaister, C.** (2008). Che fine hanno fatto gli atteggiamenti nella ricerca psico- sociale?, pp. 221-238 In L. Arcuri, P. Boscolo, & F. Peressotti (Eds), *Cognition and Language: a Long Story – Festschrift in honour of Ino Flores d'Arcais* . Padova: CLEUP.

#### Open Protocols:

1. **Zogmaister, C., Durante, F., Mari, S., Crippa, F., and Volpato, C.** (2019) Body Asymmetry. <https://www.protocols.io/view/body-asymmetry-baspiedn> DOI: 10.17504/protocols.io.baspiedn

#### TEACHING

- Since 2013 '*Measurement of Implicit Constructs*' (University of Milano Bicocca; Doctoral School)
- Since 2017: '*La misurazione in ambito psicosociale*' ('Measurement in the psychosocial field'; University of Milano Bicocca; bachelor's degree in Psychological and Communication Sciences)
- Since 2015: '*Elementi di Psicometria con Laboratorio software*' ('Elements of Psychometrics with SPSS lab') (University of Milano Bicocca; bachelor's degree in Psychological Sciences and Techniques); this course changed its name in '*Elementi di Psicometria con Laboratorio di SPSS*' ('Elements of Psychometrics with SPSS lab') in the academic year 2018/19
- Since 2018: "*Big Data in Behavioural Psychology*" (University of Milano – Bicocca; masters' degree in Data Science)
- 2008-2018: '*Laboratorio di Metodologia, Modulo Metodologie Quantitative*'. (University of Milano Bicocca; masters' degree in Psychology of Social and Decisional Processes and Economical Behaviors)
- 2012–2013: '*Metodologie Quantitative*' (University of Milano Bicocca; masters' degree in Psychology of Social and Decisional Processes and Economical Behaviors)
- 2007–2008: '*Fondamenti di Psicologia Sociale*' (University of Pavia)
- 2007–2008: '*Esercitazioni di Tecniche Statistiche Multivariate*' (University of Milano Bicocca)

#### Recent Seminars and workshops:

- Settembre 2022 Palermo Strumenti per una ricerca più aperta, rigorosa e riproducibile. Doctoral School, Department of Psychology.
- February 24, 2022. Incorporare le pratiche di open science nei propri progetti di ricerca. Ciclo di seminari di Formazione Metodologica (FORME) del Dipartimento di Psicologia, Università Cattolica del Sacro Cuore, Milano.
- February 15 and 22, 2022. Realizzare un questionario online: contenuti, forma, strumenti pratici - CiEsseVi - Università del Volontariato in collaborazione con Università di Milano-Bicocca, <https://www.univol.it/corsi/realizzare-un-questionario-online-contenuti-forma-strumenti-pratici/>

- November 2021. Internet and social media. Eotvos Lorand University, Budapest, Lesson for Master's Students
- November 2021. Vicarious effects of approach-avoidance behaviors. Presentation to the Social Groups and Media lab of Eotvos Lorand University, Budapest
- September 2021. Teacher at the Summer School on Learning and Neuroticism, Timisoara, Romania (Sep 20 – Sep 24) - <https://h2020learnvul.uvt.ro/index.html>
- February 2020. *La valutazione dell'intervento di volontariato [Evaluation of the volunteer intervention]*. Università del Volontariato (Ciesevi, Milano) - 9 hours  
<https://www.univol.it/member/cristina-zogmaister/>  
<https://www.csvlombardia.it/milano/post/saper-valutare-quello-che-si-fa-partecipa-al-corso/>
- November 2019. *Measuring and changing implicit attitudes*. Universitate de Vest din Timisoara. Scuola di Dottorato.
- October 18, 2018: *Big Data e Scienze Umane [Big Data and human sciences]*. Doctoral School in Human Sciences, University of Bari.

#### Organization of conferences, meetings, and workshops.

*Organization of the 2021-22 and 2022-23 Cycle of Symposia on Open Science for the Italian Reproducibility Network, as a member of the ITRN Steering Committee, with the collaboration of AIP*

*Other Symposia I co-organized within conferences*

- September 2022. Symposium “Reproducibility of research protocols across psychological fields: a prerequisite for the replicability of research results. “ Organizers: Cristiano Costa, Massimo Grassi, Gianmauro Manzoni, Cristina Zogmaister. Interdisciplinary Symposium. AIP National Congress, Padova (Italy)
- September 15, 2021. Symposium “Open Science in Social Psychology: Practices and Experiences to Remove Barriers to Collaboration” (L'OPEN SCIENCE NELLA PSICOLOGIA SOCIALE: PRATICHE ED ESPERIENZE PER RIMUOVERE LE BARRIERE ALLA COLLABORAZIONE - Organizers: Cristina Zogmaister and Luca Andrighetto). XVII National Congress of the Social Psychology Section of AIP (Italian Association of Psychology) Organizers: Cristina Zogmaister and Luca Andrighetto

*National Meetings*

- Aprile 2022 *Provando e Riprovando*. First National Meeting of ITRN Firenze.
- October 14, 2021. Online ITRN kick-off event ([www.itrn.org](http://www.itrn.org)) as a member of the ITRN kick-off committee.
- June 8, 2018: Organization of meeting on Open Science: *I benefici della crisi della riproducibilità. Nuovi standard di ricerca in psicologia* (co-organizers Marco Perugini, Massimo Grassi, Kostantinos Priftis and Patrizio Tressoldi) at University of Milano Bicocca.

- March 8, 2017: Organization of meeting on The Objectification of Women: DAI MEDIA ALLE MOLESTIE SESSUALI: QUANDO LA DONNA DIVENTA OGGETTO - PRESENTAZIONE FINALE DEL PROGETTO PRIN (co-organizers: Chiara Volpato, Federica Durante and Silvia Mari) at Casa della Psicologia di Milano (Ordine degli Psicologi della Lombardia).

#### Most recent presentations at meetings and conferences:

- September 2022, **Zogmaister, C.** *We like it 'cause you take it: Vicarious effects of approach/avoidance behaviours on observers.* Presentation at the National Meeting of the Italian Psychology Association, Social Section.
- September 2022, **Zogmaister, C.** *Sharing Research Materials in Social Psychology.* Presentation at the National Meeting of the Italian Psychology Association, Social Section. Presentation in Interdisciplinary Seminar
- June 2021. Scionti, N., Cavallero, M., **Zogmaister, C.**, & Marzocchi, G. . I training cognitivi per sostenere lo sviluppo delle funzioni esecutive alla scuola dell'infanzia: una meta-analisi sulla loro efficacia. Intervento presentato a: XXIX Congresso Nazionale AIRIPA, Conferenza Virtuale.
- September 2021. Vezzoli M. & **Zogmaister C.** *Sharing is caring. Data sharing practices in psychological research.* Talk in the symposium "Open Science: Building a reliable, transparent and trustworthy scientific approach in psychology and cognitive and social neuroscience" organized by Gabriele Fusco, XXVII Congresso nazionale AIP, Sezione di Psicologia sperimentale, Lecce, 8-10 settembre 2021
- September 2021. **Zogmaister, C.**, Marinucci, M. *Open practices: come aumentare la trasparenza nella ricerca in psicologia sociale.* XVII Congresso Nazionale della Sezione di Psicologia Sociale dell'AIP, Brescia, 13-15 Settembre 2021
- May 26-27, 2021. Perugini, M., & **Zogmaister, C. (presenter).** *We like It 'Cause You Take It: Indirect Effects of Approach/Avoidance on Observers.* Flash Talk at 2021 APS Virtual Convention
- September 2, 2020. **Zogmaister, C., (presenter)** Richetin, J., Perugini, M., Vezzoli, M., Songa, G. *Gli stati motivazionali modulano la validità dello IAT.* Convegno Virtuale AIP Sperimentale (Virtual Meeting of the Italian Association of Psychology, Experimental Section)

#### EDUCATION

- 2001-2005: PhD in Cognitive Sciences, University of Padova (supervisor Prof. Luciano Arcuri)
- March 1999 – September 1999: Department of Psychology, Purdue University, Indiana, U.S.A.
- March 1998 – September 1998: Visiting Scholar at the Department of Psychology, Karl-Ruprecht University, Heidelberg, Germany
- 1993-1998: Degree in Psychology, University of Padova, Italy (110/110 cum laude; Supervisor: Prof. Luciano Arcuri)



## OTHER

Member of the Steering Committee of the Italian Reproducibility Network

Founder and member of the Italian Reproducibility Network Kickoff Committee, and subsequently of its Steering Committee ([www.itrn.org](http://www.itrn.org)). I contributed to the creation of the network and of all initiatives of the ITRN, among which the Cycle of Seminars for Students (<https://www.itrn.org/initiatives>), to the dissemination of knowledge about the ITRN and its initiatives (e.g., presentation of the ITRN at scientific meetings and organization of seminars on open science), and to a Summit with other Reproducibility Networks at the international level (<https://www.swissrn.org/news/europeansummit2021/>)

Scientific and Professional Memberships

- Registered Psychologist (no. 5559, Ordine degli Psicologi della Lombardia)
- Member of the Association of Italian Psychologists (AIP) Social and Experimental sections
- Member of the European Association of Social Psychology (EASP)
- Member of European Association of Personality Psychology (EAPP)Scientific Dissemination:

In the cast of: *Dicktatorship - Fallo e Basta* (Gustav Hofer & Luca Ragazzi, 2019).  
<http://wantedcinema.eu/movies/dicktatorship/>

Milan, November 7, 2022

Cristina Zogmaister