

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 Fax: ++39 02-6448 0

Email: cristina.zogmaister@unimib.it; cristina.zogmaister@gmail.com

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 psychological measurement and social cognition. A central focus is the psychology of food behavior, with particular attention to sustainable food choices and the psychological determinants of dietary change — including the role of implicit attitudes, evaluative learning, and social influence in shaping consumers' acceptance of novel and sustainable foods. From a psychometric standpoint, I am interested in the development and validation of both direct and indirect measures of attitudes and behavior, as well as in the application of data science methods to psychological research. I am also strongly committed to Open Science and the reproducibility of scientific research.

SCIENTIFIC PUBLICATIONS

Articles in peer-reviewed journals

1. Fedeli, F., Boddez, Y., Steca, P., & **Zogmaister, C.** (2026). A Goal-Directed Approach to Promoting Insect-Based Foods through Shared Features. *Appetite*, **10.1016/j.appet.2026.108605**
2. **Zogmaister, C.**, Fedeli, F., Albertoni, D., Alparone, F. R., Aquino, A., Talò, C., & Mari, S. (2026). Assessing spontaneous responses to insect-based foods using BIAT and manikin task. *Food Quality and Preference*, *142*, 105914. <https://doi.org/10.1016/j.foodqual.2026.105914>

3. Miske, O., Abatayo, A. L., Daley, M., Dirzo, M., Fox, N., Haber, N., Hahn, K. M., Kline Struhl, M., Mawhinney, B., Silverstein, P., (...) Zogmaister, C. (...) , Nosek, B. A., & Errington, T. M. (2026). Investigating the reproducibility of the social and behavioural sciences. *Nature*.
<https://doi.org/10.1038/s41586-026-10203-5>
4. Tyner, A. H., Abatayo, A. L., Daley, M., Field, S., Fox, N., Haber, N. A., Hahn, K. M., (...) , **Zogmaister, C.**, Zupan, Z., Zwaan, R. A., Nosek, B. A., & Errington, T. M. (2026). Investigating the replicability of the social and behavioral sciences. *Nature*. <https://doi.org/10.1038/s41586-025-10078-y>
5. Aczel, B., Szasz, B., Clelland, H., Kovacs, M., Schulz-Kämpel, H., Holzmeister, F., Nilsson, G., Hoffmann, S., Kosa, L., Torma, Z., Abdelfatah, Y., Aberson, Ch., Acar, O., Acem, E., Adamkovic, M., Adamovich, T., Adiasto, K., Ahnström, L., ... **Zogmaister, C.**, ... & Nosek, B. (2026) Investigating the analytical robustness of the social and behavioural sciences. *Nature*
<https://doi.org/10.1038/s41586-025-09844-9>
6. Galdi, S., De Cristofaro, V., **Zogmaister, C.**, Durante, F. (2025). Reducing gender economic inequality: Exploring the role of emotions and gender hierarchy. *Analyses of Social Issues and Public Policy*, <https://doi.org/10.1111/asap.70042>
7. Costa, C., Pezzetta, R., Toffalini, E. *et al.* (2025). Enhancing the quality and reproducibility of research: Preferred Evaluation of Cognitive and Neuropsychological Studies - The PECANS statement for human studies. *Behavior Research Methods* 57 (7), 182.
<https://doi.org/10.3758/s13428-025-02705-3> [contributor]
8. **Zogmaister, C.**, Vezzoli, M., Facchin, A., Conte, F. P., Rizzi, E., Giaquinto, F., Cavicchiolo, E., Fusco, G., Pegoraro, S., & Simioni, M. (2024). Assessing the Transparency of Methods in Scientific Reporting. *Collabra: Psychology*. <https://doi.org/10.1525/collabra.121243>
9. **Zogmaister, C.**, Vezzoli, M., Bading, K. & Perugini, M. (2023). Agency Influences Vicarious Approach/Avoidance Effects. *Cognition & Emotion*, 37, 1299-1314 ISSN: 0269-9931, doi: 10.1080/02699931.2023.2258573; Green open access: DOI 10.17605/OSF.IO/HJNDR
10. **Zogmaister, C.**, Brignoli, S., Martellone, A., Tuta, D., Perugini, M. (2023) We like it 'cause you take it: Vicarious effects of approach/avoidance behaviors on observers. *Cognition & Emotion*, 37:1, 62-85; ISSN: 0269-9931, doi: 10.1080/02699931.2022.2146058
11. Maricutoiu, L., **Zogmaister, C.** (2023) The role of preference for online interactions in the relationship between self-concept variables and problematic use of social networks. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 17, 30969, ISSN:1802-7962, doi: 10.5817/CP2023-4-1
12. Vezzoli, M., & **Zogmaister, C.** (2023). An introductory guide for conducting psychological research with big data. *Psychological Methods*, 28, 580-599, ISSN: 1082-989X,
<https://doi.org/10.1037/met0000513>
13. Vezzoli, M., Colombo, A., Marano, A., Zoccatelli, G., **Zogmaister, C.** (2023). Test for Mobile Phone Dependence: Psychometric Properties and Confirmatory Factor Analysis. *Current Psychology*, 42, 714–725, ISSN: 1046-1310, <https://doi.org/10.1007/s12144-021-01449-5> [Open Data; Open Materials]

14. Vezzoli, M., **Zogmaister, C.**, and Coen, S. (2023). Love, desire, and problematic behaviors: Exploring young adults' smartphone use from a uses and gratifications perspective. *Psychology of Popular Media*, 12, 50-57, ISSN: 2689-6567, <https://doi.org/10.1037/ppm0000375>
15. Schaerer, M., Du Plessis, C., Nguyen, M. H. B., Van Aert, R. C., Tiokhin, L., Lakens, D., ... & **Gender Audits Forecasting Collaboration**. (2023). On the trajectory of discrimination: A meta-analysis and forecasting survey capturing 44 years of field experiments on gender and hiring decisions. *Organizational Behavior and Human Decision Processes*, 179, 104280. [Member of the Gender Audits Forecasting Collaboration] <https://doi.org/10.1016/j.obhdp.2023.104280>
16. **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*, 25, 1221-1248, ISSN: 1381-2890. <https://doi.org/10.1016/j.adolescence.2008.06.007> (Gold Open Access)
17. Coen, S., Vezzoli, M., **Zogmaister, C.** (2022). Theoretical and Methodological Approaches to Activism during COVID-19 Pandemic - between continuity and change. *Frontiers in Political Science*, 4, 844591, ISSN: 2673-3145,. <https://doi.org/10.3389/fpos.2022.844591>
18. 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 generalizability of research findings from archival data. *Proceedings of the National Academy of Sciences*, 119 (30), e2120377119, ISSN: 0027-8424, doi: 10.1073/pnas.2120377119
19. 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]
20. 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**). <https://www.sciencedirect.com/science/article/pii/S0022103120304005>
21. **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]
22. **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
23. 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]
24. 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

25. **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
26. 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
27. **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.
28. Vezzoli, M., & **Zogmaister, C.** (2016). The Semantic Misattribution Procedure. *Psicologia Sociale*, 11, 213-244. DOI: 10.1482/84663
29. 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
30. 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
31. **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
32. 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.
33. 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
34. 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*. 43 (3), 135-143, DOI: 10.1080/02699931.2013.810145
35. 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.
36. **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
37. 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
38. Castelli, L., **Zogmaister, C.**, & Tomelleri, S. (2009). The transmission of racial attitudes within the family. *Developmental Psychology*, 45, 586-591. DOI: 10.1037/a0014619
39. 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.
40. 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

41. 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
42. **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
43. 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
44. 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.
45. 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.
46. **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
47. **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. doi: 10.7379/72064
48. **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
49. 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.
50. Castelli, L., Macrae, N., **Zogmaister**, C., Arcuri, L. (2004) A tale of two primes: Contextual limits on stereotype activation. *Social Cognition*, 22, 233-247.
51. **Zogmaister**, C. (2004). Memoria implicita ed esperienze sociali. [Implicit memory and social experiences] *Giornale Italiano di Psicologia*, 31, 35-61. DOI: 10.1421/16261.
52. 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.
53. Castelli, L., **Zogmaister**, C., Arcuri, L. (2001). Exemplar activation and interpersonal behavior. *Current Research in Social Psychology*, 6, 33-45.
54. 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.

Books & Chapters

1. Arcuri, L., e **Zogmaister**, C. (2007) *Metodi di ricerca nella cognizione sociale*. Bologna: Il Mulino.
2. **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>

3. 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.
4. **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.
5. 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.
6. 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.

TEACHING

- 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)
- 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 2020: *Metodi di Ricerca in Psicologia* (Research Methods in Psychology; bachelor's degree in Psychological Sciences and Techniques)
- Since 2023/24: *'Open Science'* (University of Milano-Bicocca; Doctoral School)

Recent Seminars and Workshops:

- June 24, 2026: *Opening up research: Why Open Science matters, and how to get started*. INVEST Fellow Programme webinar, organized by University of Milano-Bicocca.
- July 22, 2024: *Writing the Open Practices Section: Beyond Performative Compliance*. Invited speech at the Lake Como summer school "Starting a Grant Proposal: from Idea to Practice, II Edition. <https://gpiplakecomoschool.org/>.
- June 3, 2024: *Reproducibility issues and the Italian Reproducibility Network*. BLENDED INTENSIVE PROGRAMME (BIP) Fostering critical thinking in psychological science, University of Chieti, University of Stockholm, University of Granada. The seminar was held in person at the University of Chieti.

Recent presentations and posters at conferences:

- **Zogmaister**, C., Fedeli, F., Bading, K.C., Vezzoli, M., De Houwer, J. Mari, S., Rinaldi, M.A., and Perugini, M. (July 1, 2026). *Social learning strategies influence attitudes toward insect-based foods*. General Meeting of the European Association of Social Psychology, Strasbourg, France.

- **Zogmaister, C.**, Fedeli, F., Corinna Bading, K., Vezzoli, M., Anna Rinaldi, M., Mari, S., et al. (July 2025). I like it if peers eat it: Social evaluative learning toward insect food. PHAIR Conference 2025, Edinburgh.
- **Zogmaister, C.**, Fedeli, F., Mari, S., Alparone, F., Talò, C., Aquino, A., et al. (2025). Measuring Implicit Attitudes & Behavioural Tendencies Toward Insect-Based Food. Biennial Conference of the Asian Association of Social Psychology, Sunbay City, Malaysia.
- **Zogmaister, C.**, Fedeli, F., Bading, K., Vezzoli, M., Rinaldi, M., Mari, S., et al. (2025). Promuovere diete sostenibili: Il ruolo dell'apprendimento sociale nell'aumentare l'accettazione degli alimenti a base di insetti. *Promuovere Diete Sane e Sostenibili*, Università Cattolica del Sacro Cuore, Milan, Italy.

Current official assignments for the University of Milano Bicocca

- September 2024 - *current* President of the Ethical Committee of University of Milano-Bicocca (previously, from January 2023, member of the Ethical Committee of University of Milano-Bicocca)
- September 2023 - *current* AQ for the Bachelor's Course in Scienze e Tecniche Psicologiche

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)

Milan, July 01, 2026

Cristina Zogmaister