

## CURRICULUM VITAE

**David Mitsuo Sanbonmatsu**

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### Education

1987	Ph.D., Psychology (Marketing Minor)	Indiana University
1979	B.S., Psychology & Philosophy	University of CA, Davis

### Academic Positions

2001-present	Professor	Department of Psychology	University of Utah
1993-2000	Associate Professor	Department of Psychology	University of Utah
1987-1993	Assistant Professor	Department of Psychology	University of Utah

### Publications

#### Journal Articles

- Fazio, R. H., Sanbonmatsu, D. M., Powell, M. C. & Kardes, F. R. (1986). On the automatic activation of attitudes. *Journal of Personality and Social Psychology*, 2, 229-238.
- Kardes, F. R., Sanbonmatsu, D. M., Voss, R. T., & Fazio, R. H. (1986). Self-monitoring and attitude accessibility. *Personality and Social Psychology Bulletin*, 12, 468-474.
- Sanbonmatsu, D. M. (1986). Salient self-behavior and attribution. *Representative Research in Social Psychology*, 16, 4-13.
- Sanbonmatsu, D. M., Sherman, S. J., & Hamilton, D. L. (1987). Illusory correlation in the perception of individuals and groups. *Social Cognition*, 5, 1-25.
- Sanbonmatsu, D. M., Shavitt, S., Sherman, S. J., & Roskos-Ewoldson, D. R. (1987). Illusory correlation in the perception of performance by self or a salient other. *Journal of Experimental Social Psychology*, 23, 518-543.
- Sanbonmatsu, D. M., & Kardes, F. R. (1988). The effects of physiological arousal on information processing and persuasion. *Journal of Consumer Research*, 15, 379-385.

- Sanbonmatsu, D. M., & Fazio, R. H. (1990). The role of attitudes in memory-based decision making. *Journal of Personality and Social Psychology*, *59*, 614-622.
- Sanbonmatsu, D. M., Kardes, F. R., & Gibson, B. D. (1991). The role of attribute knowledge and overall evaluations in comparative judgment. *Organizational Behavior and Human Decision Processes*, *48*, 131-146.
- Sanbonmatsu, D. M., Kardes, F. R., & Sansone, C. (1991). Remembering less and inferring more: The effects of time of judgment on inferences about unknown attributes. *Journal of Personality and Social Psychology*, *61*, 546-554.
- Sanbonmatsu, D. M., Shavitt, S., & Sherman, S. J. (1991). The role of personal relevance in the formation of distinctiveness-based illusory correlations. *Personality and Social Psychology Bulletin*, *17*, 124-132.
- Sanbonmatsu, D. M., Kardes, F. R., & Herr, P. (1992). The role of prior knowledge and missing information in multi-attribute evaluation. *Organizational Behavior and Human Decision Processes*, *51*, 76-91.
- Kardes, F. R., & Sanbonmatsu, D. M. (1993). Direction of comparison, perceived correlation, and the set-size effect. *Journal of Consumer Psychology*, *2*, 39-54.
- Sanbonmatsu, D. M., Akimoto, S. A., & Biggs, E. (1993). Overestimating causality: Attributional effects of confirmatory processing. *Journal of Personality and Social Psychology*, *65*, 892-903.
- Sanbonmatsu, D. M., Akimoto, S. A., & Gibson, B. D. (1994). Stereotype-based blocking in social explanation. *Personality and Social Psychology Bulletin*, *20*, 71-81.
- Sanbonmatsu, D. M., Harpster, L. L., & Akimoto, S. A. (1994). Selectivity in generalizations about self and others from performance. *Personality and Social Psychology Bulletin*, *20*, 358-366.
- Sanbonmatsu, D. M., Shavitt, S., & Gibson, B. D. (1994). Salience, set size, and illusory correlation: Making moderate assumptions about extreme targets. *Journal of Personality and Social Psychology*, *66*, 1020-1033.
- Rhodewalt, F., Sanbonmatsu, D. M., Tschanz, B., Feick, D. L., & Waller, A. (1995). Self-handicapping and interpersonal tradeoffs: The effects of claimed self-handicaps on observers' performance evaluations, ability attributions, and feedback. *Personality and Social Psychology Bulletin*, *21*, 1042-1050.
- Posavac, S. S.\*\*, Sanbonmatsu, D. M., & Fazio, R. H. (1997). Considering the best choice: Effects of the salience and accessibility of alternatives on attitude-decision consistency. *Journal of Personality and Social Psychology*, *72*, 253-261.
- Sanbonmatsu, D. M., Kardes, F. R., Posavac, S. S., and Houghton, D. C. (1997). Contextual Influences on Judgments Based on Limited Information. *Organizational Behavior and Human Decision Processes*, *69*, 251-264.
- Sanbonmatsu, D. M., Posavac, S. S., and Stasney, R. (1997). The subjective beliefs underlying numerical probability overestimation. *Journal of Experimental Social Psychology*, *33*, 276-295.
- Gibson, B., Sanbonmatsu, D. M., and Posavac, S. S. (1997). The effects of selective hypothesis testing on gambling. *Journal of Experimental Psychology: Applied*, *3*, 126-142.

- Sanbonmatsu, D. M., Posavac, S. S., Kardes, F. R., and Mantel, S. (1998). Selective hypothesis testing. *Psychonomic Bulletin and Review*, 5, 197-220.
- Akimoto, S. A.\*\*, & Sanbonmatsu, D. M. (1999). Differences in self-effacing behavior between European and Japanese Americans: Effect on competence evaluations. *Journal of Cross-Cultural Psychology*, 30, 159-177.
- Shavitt, S., Sanbonmatsu, D. M., Smittipatana, S., and Posavac, S. S. (1999). Broadening the conditions for illusory correlation formation: Implications for judging minority groups. *Basic and Applied Social Psychology*, 21, 263-279.
- Akimoto, S. A., Sanbonmatsu, D. M.\*, and Ho, E. A. (2000). Manipulating personal salience: The effects of performance expectations on physical positioning. *Personality and Social Psychology Bulletin*, 26, 755-761.
- Posavac, S. S., Sanbonmatsu, D. M., and Ho, E. A. (2002). The effects of the selective consideration of alternatives on consumer choice and attitude-decision consistency. *Journal of Consumer Psychology*, 12, 203-213.
- Ho, Edward A.\*\*, David M. Sanbonmatsu, and Sharon A. Akimoto, (2002). The effects of the comparative status on social stereotypes: How the perceived success of some persons affects the stereotypes of others. *Social Cognition*, 20, 36-57.
- Kardes, F. R., Sanbonmatsu, D. M., Cronley, M. L., and Houghton, D. C. (2002). Consideration set overvaluation: When impossibly favorable ratings of a set of brands are observed. *Journal of Consumer Psychology*, 12, 353-361.
- White, P. H., Sanbonmatsu, D. M.\*, Croyle, R. T.\*, and Smittipatana, S. (2002). Letting up for others: Test of socially motivated underachievement. *Journal of Experimental Social Psychology*, 38, 162-169.
- Felton, J., Gibson, B., & Sanbonmatsu, D. M. (2003). Preference for risk as a function of trait optimism and gender. *Journal of behavioral finance*, 4, 33-48.
- Kardes, F. R., & Sanbonmatsu, D. M. (March/April, 2003). Omission neglect: The importance of missing information. *The Skeptical Inquirer*, 42-46.
- Posavac, S. S., and Sanbonmatsu, D. M., & Herzstein, M. (2003). The role of decision importance and the salience of alternatives in determining the consistency between consumers' attitudes and decisions. *Marketing Letters*, 14, 47-57.
- Sanbonmatsu, D. M., Kardes, F. R., Houghton, D. C., Ho, E. A., & Posavac, S. S. (2003). Overestimating the importance of the given information in multiattribute judgment. *Journal of Consumer Psychology*, 13, 289-300.
- Gibson, B., & Sanbonmatsu, D. M. (2004). Optimism, pessimism, and gambling: The downside of optimism. *Personality and Social Psychology Bulletin*, 30, 149-160.
- Posavac, S. S., Sanbonmatsu, D. M., Kardes, F. R., & Fitzsimons (2004). The brand positivity effect: When evaluation confers preference. *Journal of Consumer Research*, 31, 643-651.
- Sanbonmatsu, D. M., Posavac, S. S., Vanous, S., & Ho, E. A. (2005). Information search in the testing of quantified hypotheses: How "all", "most", "some", "few", and "none" hypotheses are tested. *Personality and Social Psychology Bulletin*, 31, 254-266.
- Kardes, F. R., Posavac, S. S., Silvera, D., Cronley, M. L., Sanbonmatsu, D. M., Schertzer, S., Miller, F., Herr, P. M., & Chandrashekar, M. (2006). Debiasing omission neglect. *Journal of Business Research*, 59, 786-792.

- Sanbonmatsu, D. M., Posavac, S. S., Vanous, S., Ho, E. A., & Fazio, R. H. (2007). The deautomatization of accessible attitudes. *Journal of Experimental Social Psychology, 43*, 365-378.
- Birmingham, W., Uchino, B. N., Smith, T. W., Light, K. C., & Sanbonmatsu, D. M. (2009). Social ties and cardiovascular function: An examination of relationship positivity and negativity during stress. *International Journal of Psychophysiology, 74*, 114-119.
- Sanbonmatsu, D. M., Vanous, S., Hook, C., Posavac, S. S., & Kardes, F. R. (2011). Whither the alternatives: Determinants and consequences of selective versus comparative judgmental processing. *Thinking and Reasoning, 17(4)*, 367-386.
- Sanbonmatsu, D.M., Uchino, B.N.\*, & Birmingham, W. (2011). On the importance of knowing your partner's views: Attitude familiarity is associated with better interpersonal functioning and lower ambulatory blood pressure in daily life. *Annals of Behavioral Medicine, 41*, 131-137.
- Carlisle, M., Uchino, B.N., Sanbonmatsu, D.M., Smith, T.W., Cribbet, M.R., Birmingham, W., Light, K.A., & Vaughn, A.A. (2012). Subliminal activation of social ties moderates cardiovascular reactivity during acute stress. *Health Psychology, 31*, 217-225.
- Sanbonmatsu, D. M., Uchino, B. N.\*, Wong, K. K., & Seo, J. Y. (2012). Getting along better: The role of attitude familiarity in relationship functioning. *Social Cognition, 30*, 350-361.
- Sanbonmatsu, D. M., Mazur, D., Pfeifer, B. E., Posavac, S. S., & Kardes, F. R. (2012). The less the public knows the better? The effects of increased knowledge on celebrity evaluations. *Basic and Applied Social Psychology, 34*. 499-507.
- Uchino, B.N., Sanbonmatsu, D. M., & Birmingham, W. (2012). Knowing your partner is not enough: Spousal importance moderates the link between attitude familiarity and ambulatory blood pressure. *Journal of Behavioral Medicine, 1-7*.
- Sanbonmatsu, D. M., Strayer, D. L.\*, Medeiros-Ward, N., and Watson, J. M. (2013). Who multi-tasks and why? Multi-tasking ability, perceived multi-tasking ability, impulsivity, and sensation seeking. *PLoS ONE, 8(1)*, e54402. doi:10.1371/journal.pone.0054402
- Posavac, S. S., Sanbonmatsu, D. M., Seo, J. Y., & Iacobucci, D. (2014). How attitudes toward product categories drive individual brand attitudes. *Psychology and Marketing, 31(10)*, 843-852.
- Sanbonmatsu, D. M., Hill, J. B., Moore, S. M., Behrends, A. A., & Uchino, B. N. (2014). Selective testing of possible causes of personal stress: Effects on coping intentions. *Journal of Social and Clinical Psychology, 33(9)*, 789-804.
- Sanbonmatsu, D. M., Posavac, S. S., Behrends, A. A., Moore, S. M., & Uchino, B. N. (2015). Why a confirmation strategy dominates psychological science. *PLoS ONE*. DOI: 10.1371/journal.pone.0138197.
- Sanbonmatsu, D. M., Mazur, D., Behrends, A. A., & Moore, S. M. (2015). The role of the frequency of correspondent behavior and trait stereotypes in trait attribution: Building on Rothbart and Park (1986). *Social Cognition, 33*, 255-283.
- Sanbonmatsu, D. M., Strayer, D. L.\*, Biondi, F., Behrends, A. A., & Moore, S. M. (2016). Cell phone use diminishes self-awareness of impaired driving. *Psychonomic Bulletin and Review, 23(2)*, 617-623. doi: 10.3758/s13423-015-0922-4.

- Sanbonmatsu, D. M., Strayer, D. L.\*, Behrends, A. A., Medeiros-Ward, N., and Watson, J. M. (2016). Why drivers use cell phones and why they support legislation to restrict this practice. *Accident Analysis and Prevention*, 92, 22-33. <http://dx.doi.org/10.1016/j.aap.2016.03.010>
- Moore, S. M.\*\*, Behrends, A. A., Mazur, D., and Sanbonmatsu, D. M. (2016). When do people bet on their selves? The role of global vs. specific self-concepts in decision making. *Self and Identity*, 15(5), 548-560. DOI: 10.1080/15298868.2016.1175372
- Moore, S. M., Uchino, B. N., Baucom, B. R., Behrends, A. A., & Sanbonmatsu, D. M. (2017). Attitude similarity and familiarity, and their links to mental health: An examination of potential interpersonal mediators. *Journal of Social Psychology*, 157(1), 77-85.
- Sanbonmatsu, D. M., & Sanbonmatsu, K. K. (2017). The Structure of Scientific Revolutions: Kuhn's misconceptions of (normal) science. *Journal of Theoretical and Philosophical Psychology*. 37(3), 133-151.
- Sanbonmatsu, D. M., Strayer, D. L., Yu, Z., Biondi, F., & Cooper, J. M. (in press). Cognitive underpinnings of beliefs and confidence in beliefs about fully automated vehicles, *Transportation Research Part F: Traffic Psychology and Behaviour*.

### **Book Chapters**

- Sanbonmatsu, D. M., & Fazio, R. H. (1991). Construct accessibility: Determinants, consequences, and implications for the media. In J. Bryant, & D. Zillman (Eds.), *Responding to the screen: Reception and reaction processes*. Hillsdale, N. J.: Erlbaum.
- Sanbonmatsu, D. M., Prince, K. C., Vanous, S., & Posavac, S. S. (2003). The multiple roles of attitudes in decision making. In T. Betsch & S. Haberstroh (Eds.), *The routines of decision making*. Nahweh, N. J.: Erlbaum.
- Posavac, S. S., Fitzsimons, G. J., Kardes, F. R., & Sanbonmatsu, D. M. (2005). Implications of selective processing for marketing managers. In F. R. Kardes, P. M. Herr, and J. Nantel (Eds.), *Applying social cognition to consumer-focused strategy*. Nahweh, N. J.: Erlbaum.
- Posavac, S. S., Sanbonmatsu, D. M., and Jain, S. P. (2011). Consumer tunnel vision and implications for managing the marketing mix. In S. S. Posavac (Ed.), *Cracking the Code: Leveraging Consumer Psychology to Drive Profits*, Armonk, NY: M. E. Sharpe.

\*Co-first author

\*\*Student supervisee first author

### **Grants**

#### **Extramural**

1993-1995 National Science Foundation: Decision, Risk, and Management Science Program (SBR-9308380 & SBR-9308383). *Judgment based on limited evidence*. David M. Sanbonmatsu & Frank R. Kardes, Co-Principal Investigators, \$85,062 total costs.

- 1998-2002 National Institute of Mental Health. *Summer undergraduate research traineeship for underrepresented students*. Paul Florsheim, Principal Investigator, Paul White, Alan Fogel, David M. Sanbonmatsu, and Vince Filoteo, Co-Investigators, \$245,000 total costs.
- 2002-2003 National Institute of Mental Health. *The deautomatization of attitudes*. David M. Sanbonmatsu, Principal Investigator, David L. Strayer, Co-Principal Investigator, \$149,688 total costs.
- 2007-2010 National Heart, Lung, and Blood Institute (R01 HL085106). *Social relationships and cardiovascular health: An examination of mechanisms*. Bert Uchino, Principal Investigator, Kathleen Light, David Sanbonmatsu, and Timothy Smith, Co-Investigators, \$1,009,125 total costs.
- 2012-2014 Mountain Plains Consortium (MPC 407), United States Department of Transportation. *The effect of multi-tasking on self-assessments of driving performance*. David L. Strayer, Principal Investigator, David M. Sanbonmatsu, Co-Principal Investigator, \$45,223 total costs.
- 2014-2015 Mountain Plains Consortium (MPC 467), United States Department of Transportation. *Self-regulation and distraction*. David M. Sanbonmatsu, Principal Investigator, David L. Strayer, Co-Principal Investigator, \$57,670 total costs.
- 2014-2015 National Institute for Transportation and Communities, United States Department of Transportation. *Changing attitudes toward sustainable transportation: The impact of meta-arguments*. David M. Sanbonmatsu, Principal Investigator, David L. Strayer, Co-Principal Investigator, \$75,458 total costs.
- 2015 SHRP2 NDS SAFETY. *Driver behavior near closely spaced interchange ramps*. Richard R. Porter, Principal Investigator. Lawrence J. Cook, David M. Sanbonmatsu, and David L. Strayer, Co-Investigators. \$100,000.00 total costs.
- 2016-2018 Mountain Plains Consortium, United States Department of Transportation. *Does cell phone use impair learning and improvement in driving performance?* David M. Sanbonmatsu, Principle Investigator, David L. Strayer, Co-Principle Investigator, \$56,677 total costs.

### **Not Funded (Recently)**

- 2017-2019 National Science Foundation. *Hypothesis testing goals and strategies in science*. David M. Sanbonmatsu, Principle Investigator, Bert Uchino, Co-Principle Investigator, \$293,170 total costs.
- 2018 AAA Foundation for Traffic Safety. *An on-road evaluation of advanced driver assistance systems by older drivers*. Joel M. Cooper, Principle Investigator, David M. Sanbonmatsu, Co-Principle Investigator, Bert N. Uchino, Co-Investigator. \$296,217 total costs.

### **Internal**

- 1988-1990 National Institute of Health, Biomedical Research Support Grant. *Accuracy in self-perception*. \$2000.
- 1989 College of Social and Behavioral Science research stipend. \$2000.
- 1991-1993 University Research Committee Grant. *The role of perceived diagnosticity in generalizations about persons from performance*. \$4,700.
- 1991 University Teaching Committee Grant. \$3,300.

1995-97 University Research Committee Grant. *The deautomatization of attitudes*. \$4,740.  
1996-1997 College of Social and Behavioral Science Proposal Initiative Grant. *Maintaining priorities*.  
\$4000.

## **AWARDS**

1997 College of Social and Behavioral Science Superior Research Award

## **ADMINISTRATION AND SERVICE**

### **Department of Psychology**

Diversity Committee 1987-94, 1995-98, 1999-01, 2003-04, 2007-08 (Chair 1987-88, 1995-96, 1999-01)  
Graduate Committee 2012-13, 2014-16, 2017-18 (Director 2017-18)  
Personnel Committee 1995-97, 1998-99, 2000-01, 2002-03, 2007-08, 2009-11, 2013-16  
Research Participation Committee 1988-90, 2002-03, 2008-13  
Social Area Coordinator 2000-01, 2013-14  
Summer Research Opportunities Program Coordinator (SROP) 1992-96  
Undergraduate Committee 1988-91, 1993-94, 1997-98. 2003-04 (Chair 1993-94)

### **College and University**

Martin Luther King Committee 1990-92  
College of Social and Behavioral Science Superior Research Award Committee 2014-2015  
Institutional Review Board 2004-07  
University Seed Grant Review Committee 1998-01

### **National Service**

Committee Member, National Institutes of Health study section RPHB-4 / SPIP 1997-2002

## **STUDENT SUPERVISION AND COMMITTEE SERVICE**

### **Ph.D. Supervision**

Akimoto, Sharon  
Posovac, Steve (1998)  
Ho, Edward (2002)  
Vanous, Sam (2006)  
Behrens, Arwen (2016)  
Moore, Shannon (2016)

### **M.A. Supervision**

Biggs, Earlene  
Smittipatana, Sasiwimon

## **COURSEWORK**

Asian American Experience  
Attitudes & Attitude Change  
Consumer Behavior  
Decision Making in Business and Life  
Everyday Decision Making  
First Year Professional Development Practicum  
Introduction to Social Psychology  
Marketing Research  
Minority Experience  
Principles of Marketing  
Research Methods in Psychology  
Stereotypes and Prejudice