

Office Address and Website:

Department of Psychology
The University of Texas at Austin
Austin, Texas 78712
<https://labs.la.utexas.edu/swann/>

Academic Training

Undergraduate: Gettysburg College, 1970-1974, B.A.
Graduate: University of Minnesota, 1974-1978, Ph.D., Social Psychology

Professional Experience

Assistant Professor, Department of Psychology at University of Texas, 1978-1984
Fellow, Department of Psychology at Princeton University, 1984-1985
Associate Professor, Department of Psychology at University of Texas, 1985-1988
Fellow, Center for Advanced Study in the Behavioral Sciences, 1988-1989
Associate Professor, Department of Psychology at University of Texas, 1989-1990
Professor, Department of Psychology at University of Texas, 1990-present

Research Interests

Identity fusion and college retention
Identity fusion and extreme pro-group behavior
Identity negotiation
Self-esteem and social interaction
Self-knowledge and self-verification in close relationships

Memberships

American Psychological Society, Fellow
Society of Experimental Social Psychology
Executive committee: 2007-2010,
President, 2010
Society for Personality and Social Psychology
International Society of Self and Identity

Honors, Awards, Impacts

- Career Contribution Award, Society of Personality and Social Psychology, 2018
- Distinguished Lifetime Career Award, International Society for Self and Identity, 2016
- Gettysburg College, Distinguished Alumni Award, 2024
- Society of Experimental Social Psychology: President, 2010

- University of Queensland award for international collaborative research, 2009
- Outstanding publication in Organizational Behavior, 2003
- William Howard Beasley Professor, University of Texas at Austin, 2000
- Career Awards, National Institute of Mental Health, 1984-1989; 1989-1994
- Fellow, Society of Experimental Social Psychologists
- Fellow, Center for Advanced Study in the Behavioral Sciences, 1988-1989.
- Fellow, American Psychological Association, 1990.
- Fellow, American Psychological Society, 1990.
- Citation count (Google scholar): 62,498; H-index = 91

External Research Support

- National Science Foundation
 - Self-concept stability and change. \$270,000. 2/1994-1/1998.
 - Identity fusion and extreme group behavior. \$432,836. 9/2011-8/2015.
 - Identity fusion and intergroup relations, \$407,500. 9/2015-8/2019.
- Army Research Office
 - Identity fusion and extreme group behavior, \$336,997, 8/2017–8/2021
- National Institute of Mental Health:
 - The interpersonal dynamics of self-concept stability. \$207,000. June 1, 1985-May 31, 1989
 - The interpersonal dynamics of self-concept stability. \$376,526. June 1, 1989-May 31, 1993
 - Antecedents and consequences of belief certainty. \$942,470. January 1, 1999-December 31, 2004
- National Institute on Drug Abuse
 - Interpersonal processes, identity, and smoking cessation. \$358,000, 2/2008-1/2010
- Spanish Ministry of Science and Innovation
 - Predicting positive and negative extremism: An Individual's fusion with the group, \$83,000, 2009-2012, Principal investigator: Angel Gomez, UNED
- Spanish Ministry of Economy and Competitiveness
 - Identity fusion: Nature, antecedents and consequences, September 2012-2015, \$80,000 Principal investigator: Angel Gomez, UNED

- Economic and Social Research Council
 - Ritual, Community, and Conflict, 05/31/2011 - 05/30/2016 GBP 3,184,340, Principle investigator: Harvey Whitehouse, University of Oxford
- Australian Research Council
 - Moral vitalism: understanding the foundations of righteous violence within everyday secular thought. 01/01/2011 - 12/31/2013, AUD 300,000. Principle investigator: Brock Bastian

Doctoral Students

- Stephen Read, 1981
- Brett Pelham, 1989
- Al Stein-Seroussi, 1990
- Deborah Fisher, 1990
- J. Gregory Hixon, 1991
- Shawn McNulty, 1992
- Brian Giesler, 1993
- Romin Tafarodi, 1994
- Kate Morris, 1996
- Chris De La Ronde, 1996
- Stephen Blumberg, 1997
- Michael Gill, 1998
- Elizabeth Pinel, 1998
- Jennifer Bosson, 2000
- Jason Rentfrow, 2004
- Conor Seyle, 2007
- Sarah Angulo, 2009
- Christine Chang, 2011
- Tracy Kwang, 2012
- Matt Brooks, 2012
- Michael Buhrmester, 2013
- William Fraser, 2016
- Leah Fredman, 2018
- Sanaz Talaifar, 2020
- Ashwini Ashokkumar, 2021
- Alexi Martel, 2023

PUBLICATIONS

In press

- Klein, J. W., & Swann, W. B., (in press). Dying to Kill: Identity Fusion and Terrorism. Chapter to appear in *The Oxford Handbook of the Psychology of Terrorism and Terrorist Behavior* (Matthew Yalch, Max Taylor, Lisa Brown, Ariel Merari, & Bruce Bongar, Eds.), Oxford University Press.

2025

- Moniz, P., & Swann, W. B., Jr (2025). "The Power of Trump's Big Lie: Identity Fusion, Internalizing Misinformation, and Support for Trump." *PS: Political Science & Politics*.
- Buhrmester, M. D., Swann Jr, W. B., McQuinn, B., Everington, A., Hafid, L., & Whitehouse, H. (2025). Examining Shifts in Group-Based Motivations for Civil Conflicts in Libya. *New England Journal of Public Policy*, 37(1), 10.

2024

- Swann, W. B., Klein, J. W., & Gómez, Á. (2024) Comprehensive Identity fusion theory (CIFT): New insights and a revised theory. In B. Gawronski (Ed.) *Advances in Experimental Social Psychology*, Vol. 70.
- Kirkland, K. et al., (2024). High economic inequality is linked to greater moralization. *PNAS Nexus*.
- Gómez, Á., Vázquez, A., & Swann, W. B. (2024). Feeling Understood Fosters Identity Fusion. *Journal of Personality and Social Psychology*.
- Rousis, G., Martel, F. A., Bosson, J.K., & Swann, W.B., Jr. (2024) Behind the Blackpill: Self-Verification and Identity Fusion Predict Endorsement of Violence Against Women Among Self-identified Incels. *Personality and Social Psychology Bulletin*, 50, 1531–1545
- Martel, F. A., Moniz, P., Ashokkumar, A., & Swann, W. B., Jr. (2024). Identity fusion and support for political authoritarianism: Lessons from the US insurrection of 2021. *Political Psychology*.
- Rousis, G. & Swann, W.B., Jr. (2024). Buying the Blackpill: Perceived Exclusion and the Psychology of Incels. Chapter in the volume, *Exclusion and Extremism: A Psychological Perspective*.

2023

- Bosson, J. K., & Swann, W. B. Jr., (2023). A truly responsive listener is a self-verifying listener. *Current Opinion in Psychology*
- Kowert, R., Martel, F.A., & Swann, W.B. Jr. (2023). You are What you Play: The Risks of Identity Fusion in Toxic Gamer Cultures. *Games: Research and Practice*, 1, 1-3.
- Vázquez, A., Gómez, Á., López-Rodríguez, L., & Swann, W. B. (2023). Can identity fusion foster social harmony? Strongly fused individuals embrace familiar outgroup members unless threatened. *Journal of Experimental Social Psychology*, 107, 104462.
- Tanjitpiyanond, P. et al., (2023). A 32-society investigation of how perceived economic inequality shapes social class stereotyping. *European Journal of Social Psychology*.

2022

- Kowert, R., Martel, F.A., & Swann, W.B. Jr. (2022). Not just a game: Identity Fusion and Extremism in Gaming Cultures. *Frontiers*
- Kirkland, K. et al., (2022). Social mindfulness predicts concern for nature and immigrants across 36 nations. *Scientific Reports*, 12,
- [Ashokkumar, A., & Swann Jr, W. B. \(2022\). Restoring Honor by Slapping or Disowning the Daughter. *Personality and Social Psychology Bulletin*.](#)
- Swann, W. B., Jr. (2022). The power of firmly-held beliefs: A troubled child, Schachter's incredulity, and the roots of extreme behavior. In S. Kassin (Ed.), *Pillars of Social Psychology: Stories and Retrospections*. Cambridge, United Kingdom.
- Dejonckheere, et. al., (2022). Perceiving societal pressure to be happy is linked to poor well-being, especially in happy nations. *Scientific reports*, 12.

2021

- Martel, F. A., Buhrmester, M., Gómez, A., Vázquez, A., & Swann Jr, W. (2021) Why true believers make the ultimate sacrifice: Sacred values, moral convictions, or identity fusion? *Frontiers in Psychology*, 12.
- [Ashokkumar, A. & Swann, W. B., Jr., \(2021\). The saboteur within: Self-verification strivings can make praise toxic. In Brummelman, E. \(Ed.\) \(2020\). *Psychological perspectives on praise*. Abingdon, UK: Routledge.](#)

- Gómez, Á., Martínez, M., Martel, F. A., López-Rodríguez, L., Vázquez, A., Chinchilla, J., Paredes, B., Hettiarachchi, M., Hamid, N., & Swann, W. B. (2021). Why People Enter and Embrace Violent Groups. *Frontiers in psychology*, 11, 614657. <https://doi.org/10.3389/fpsyg.2020.614657>
- [Talaifar, S., Ashokkumar, A., Pennebaker, J., Medrano, F. N., Yeager, D. S., & Swann, W. B., Jr. \(2021\). A New Pathway to University Retention? Identity Fusion with University Predicts Retention Independently of Grades. *Social Psychological and Personal*](#)

2020

- Rudnev, M., et al., (2020). Measurement invariance of the moral vitalism scale across 28 cultural groups. PLOS ONE.
- [Ashokkumar, A., Talaifar, S., Fraser, W.T., Landabur, R., Buhrmester, M.D., Gomez, A., Paredes, B., & Swann, W.B., Jr. \(2020\). Censoring Political Opposition Online: Who does it and why. *Journal of Experimental Social Psychology*.](#)
- [Talaifar, S., Buhrmester, M. D., Ayduk, O., & Swann, W. B. Jr. \(2020\) Asymmetries in mutual understanding: People with low status, power, and self-esteem understand better than they are understood. *Perspectives on Psychological Science*.](#)
- Swann W. (2020) Swann, William B.. In: Zeigler-Hill V., Shackelford T.K. (eds) Encyclopedia of Personality and Individual Differences. Springer, Cham.
- Talaifar, S., & Swann, W. B., Jr. (2020). Self-verification theory, Encyclopedia of Personality and Individual Differences, 4813-4821

2019

- Bastian, B., Vaclair, C. M., Loughnan, S., Bain, P., Ashokkumar, A., Becker, M., ... & Swann, W.B., Jr. (2019). Explaining illness with evil: pathogen prevalence fosters moral vitalism. *Proceedings of the Royal Society B*, 286(1914), 20191576.
- [Ashokkumar, A. Galaif, M., Swann, W. B., Jr., \(2019\). Tribalism can corrupt: Why people denounce or protect immoral group members. *Journal of Experimental Social Psychology*.](#)
- Gómez, Á., Vázquez, A., López-Rodríguez, L., Talaifar, S., Martínez, M., Buhrmester, M. D., & Swann Jr, W. B. (2019). Why people abandon groups: Degrading relational vs collective ties uniquely impacts identity fusion and identification. *Journal of Experimental Social Psychology*, 85, 103853. [Expe](#)

- Swann, W. B., Jr. & Jetten, J. (2019). Identity fusion ‘in the wild’: Moving toward or away from a general theory of identity fusion? *Behavioral and Brain Sciences*.
- Talaifar, S. & Swann, W.B., Jr. (2019). Self and Identity. In *Oxford Research Encyclopedia of Psychology*. Ed. Oliver Braddick. New York: Oxford University Press.
- Talaifar, S. & Swann, W.B., Jr. (2019). Deep Alignment with Country Shrinks the Moral Gap Between Conservatives and Liberals. *Political Psychology*, 40, 657-675.

2018

- [Vázquez, A. G., Gómez, Á., & Swann, W. B., Jr. \(2018\). You Just Don't Get Us! Positive, but Non-Verifying, Evaluations Foster Prejudice and Discrimination. *Social Psychology*, 49, 231–242.](#)
- Talaifar, S. & Swann, W.B., Jr. (2018). Identity Fusion: The Union of the Personal and Social Selves. In P. J. Ivanhoe, O. J. Flanagan, S. Harrison, H. Sarkissian, & E. Schwitzgebel (Eds.). *Oneness in Religion, Philosophy, and Psychology*. New York: Columbia University Press.
- Swann, W. B. & Talaifar, S. (2018). Introduction to Special Issue of Self and Identity on Identity Fusion. *Self and Identity*, 17, 483-486, DOI: [10.1080/15298868.2018.1458646](#)

2017

- Talaifar, S. & Swann, W.B., Jr. (2017). Self-Verification Theory. In *Encyclopedia of Personality and Individual Differences*. Springer International Publishing.
- [Swann, W. B., Jr. & Jetten, J. \(2017\). Restoring agency to the human actor. *Perspectives in Psychological Science*, 12, 382-299.](#)
- Vázquez, A., Gomez, A., Ordoñana, J. R., Swann, Jr., W. B. Whitehouse, H. (2017). Sharing Genes Fosters Identity Fusion and Altruism. *Self and Identity*, 16, 684-702.
- [Fredman, L.A., Bastian, B., & Swann, W.B., Jr. \(2017\). God or country? Fusion with Judaism predicts desire for retaliation following Palestinian Stabbing Intifada. *Social and Personality Psychological Science*.](#)
- Vázquez, A. G., Gómez, Á., & Swann, W. B., Jr. (2017). Do Historic Threats to the Group Diminish Identity Fusion and its Correlates? *Self and Identity*.
- Stinson, D., & Swann, W. B. Jr. (2017). Leveraging self psychology to strengthen positive psychology: Conceptual analysis of three paths to well-being. In F. Guay, H.W. Marsh, D. McInerney, & R. Craven, *Self: Driving positive psychology and*

well-being (Vol. 6, International advances in self research). Charlotte, NC: Information Age Press.

2016

- Talaifar, S. & Swann, W.B., Jr. (2016). Differentiated Selves Can Surely Be Good for the Group, But Let's Get Clear About Why. *Brain and Behavioral Sciences*.
- Swann, W. B., Jr., & Bosson, J. K. (2016). Identity negotiation in social interaction: Past, present, and future. In Trusz, S. & Babel, P. (Eds.). *Intrapersonal and Interpersonal Expectancies: Research, Applications and Future Directions*. Hove, UK: Psychology Press.

2015

- Fredman, L.A., Buhrmester, M. D., Gomez, A., Fraser, W.T., Talaifar, S., Brannon, S.M., Swann, W. B., Jr. (2015). Identity fusion, extreme pro-group behavior, and the path to defusion. *Social and Personality Psychology Compass*, 9, 468–480.
- [Buhrmester, M.D., Fraser, W.T., Lanman, J., Whitehouse, H., & Swann, W.B. Jr. \(2015\). When terror hits home: Identity Fused Americans who saw Boston bombing victims as “family” provided aid. *Self and Identity*, 14, 253-270.](#)
- Buhrmester, M. D., & Swann, W. B., Jr. (2015). Identity fusion. In *Emerging Trends in the Social and Behavioral Sciences*, R. Scott and S. Kosslyn (eds.), Hoboken, NJ: John Wiley and Sons.
- Bastian, B., Bain, P., Buhrmester, M. D., Gómez, Á., Vázquez, A., Knight, C. G., & Swann, W. B. Jr. (2015). Moral vitalism: Seeing good and evil as real, agentic forces. *Personality and Social Psychology Bulletin*.
- Swann, W. B., Jr., Buhrmester, M. (2015). Identity fusion. *Current Directions in Psychological Science*. 24, 52–57
- Swann, W. B., Jr., Gómez, Á., Vázquez, A, G. Guillamón, A., Segovia, S., & Carillo, B. (2015). Fusion with the Cross-Gender Group Predicts Genital Sex Reassignment Surgery. *Archives of Sexual Behavior*, 44, 1313.
- Jimenez, J, Gomez, A, Buhrmester, M. D., Vazquez, A, Whitehouse, H. Swann, W. B., (2015). The Dynamic Identity Fusion Index (DIFI): A new continuous measure of identity fusion for Web-based questionnaires, *Social Science Computer Review*, Social Science Computer Review 1-14.

2014

- [Whitehouse, H., McQuinn, B., Buhrmester, M. & Swann, W.B., Jr. \(2014\). Brothers in Arms: Libyan revolutionaries bond like family. Proceedings of the National Academy of Sciences.](#)
- [Swann, W. B., Jr., Buhrmester, M., Gómez, Á., Jetten, J., Bastian, B., Vázquez, A. et al. \(2014\). What makes a group worth dying for? Identity fusion fosters perception of familial ties, promoting self-sacrifice. Journal of Personality and Social Psychology. 1](#)
- [Swann, W. B., Jr., Gómez, A., Buhrmester, M. D., López-Rodríguez, L., Jiménez, J., & Vázquez, A. \(2014\). Contemplating the ultimate sacrifice: Identity fusion channels pro-group affect, cognition, and moral decision-making, Journal of Personality and Social Psychology, c](#)
- Gómez, A., Jetten, J., & Swann, W.B., Jr. (2014). The more prototypical the better? The allure of being seen as one sees oneself. *Group processes and intergroup relations*, 17, 221-239.
- Yoo, J.J, Swann, W.B., and Kim, K.K. (2014). The Influence of Identity Fusion on Patriotic Consumption: A Cross-Cultural Comparison of Korea and the U.S., *The Korean Journal of Advertising* , 25(5), 81-106.

2013

- Kwang, T., Crockett, E.E., Sanchez, D.T., Swann, W.B., Jr. (2013). Men seek Social Standing, Women Seek Companionship: Sex Differences in Deriving Self-Worth from Relationships. *Psychological Science*, 24, 1142-1150.
- Seih, Y., Buhrmester, M. D., Lin, Y., Huang, C., Swann, W. B., Jr. (2013). Do People Want to be Flattered or Understood? The Cross-Cultural Universality of Self-Verification. *Journal of Experimental Social Psychology*, 49, 169–172.

2012

- Buhrmester, M. D., Gómez, Á, Brooks, M.L., Morales, J. F., Fernandez, S. & Swann, W. B., Jr. (2012). My group's fate is my fate: Identity fused Americans and Spaniards link personal life quality to outcome of '08 elections. *Basic and Applied Social Psychology*, 34, 527-533.
- [Swann, W. B., Jr., Jetten, J., Gómez, Á. Whitehouse, H., & Bastian, B. \(2012\). When group membership gets personal: A theory of identity fusion. Psychological Review, 119, 441-456.](#)

- Swann, W. B., Jr. & Brooks, M. (2012) Why Threats Trigger Compensatory Reactions: The Need for Coherence and Quest for Self-Verification. *Social Cognition*, 30, 758-777.
- Chang, C. & Swann, W. B., Jr. (2012). The benefits of self-verifying social feedback. Chapter to appear in R.M. Sutton, M.M. Hornsey, K.M. Douglas (Eds). *Feedback: The handbook of praise, criticism, and advice*. Peter Lang publishers: New York.
- [Swann, W. B., Jr. \(2012\). Self-verification theory. In P. Van Lang, A. Kruglanski, & E.T. Higgins \(Eds.\); pp. 23-42. Handbook of Theories of Social Psychology, Sage: London.](#)
- Swann, W. B. Jr & Buhrmester, M. D. (2012). Self as functional fiction. *Social Cognition*, 30, 415-430.
- Swann, W. B., Jr., De La Ronde, C. & Hixon, J. G. (2012). Authenticity and positivity strivings in marriage and courtship. *Journal of Personality and Social Psychology*, 66, 857-869. [reprinted in *Psychology of Close Relationships* (H.T. Reis, Ed.), Sage: Washington.

2011

- [Gómez, Á, Brooks, M.L., Buhrmester, M. D., Vázquez, A., Jetten, J. & Swann, W. B., Jr. \(2011\). On the nature of identity fusion: Insights into the construct and a new measure. *Journal of Personality and Social Psychology*, 100, 918-933.](#)
- [Buhrmester, M. D., Blanton, H. & Swann, W. B. Jr. \(2011\). Implicit self-esteem: Nature, measurement, and a new way forward. *Journal of Personality and Social Psychology*, 100, 365-385](#)
- Gómez, Á, Morales, J.F., Hart, S., Vázquez, A., & Swann, W. B., Jr. (2011). Rejected and excluded forevermore, but even more devoted: Irrevocable ostracism intensifies loyalty to the group among identity fused persons. *Personality and Social Psychology Bulletin*, 37, 1574-1586.
- Brooks, M. L., Swann, W. B., Jr. & Mehta, P. H. (2011). Reasserting the self: Blocking self-verifying behavior triggers compensatory self-verification. *Self & Identity*, 10, 77-84.
- Brooks, M. L. & Swann, W. B. Jr. (2011). Is social interaction based on guile or honesty? *Behavioral and Brain Sciences*, 34, 17-18.
- Angulo, S., Brooks, M. L., & Swann, W. B. Jr. (2011) Swimming serenely in a sea of words: Sexism, communication, and precarious couples. *Personal Relationships*, 18, 604-616.

- Swann, W. B. Jr & Buhrmester, M. D. (2011). Self-verification: The search for coherence. In M. Leary and J. Tagney (Eds.), *Handbook of self and identity* (2nd Edition) Guilford, New York.

2010

- [Swann, W.B., Jr., Gómez, A., Dovidio, J. Hart, S. & Jetten, J. \(2010\). Dying and Killing for One's Group: Identity Fusion Moderates Responses to Intergroup Versions of the Trolley Problem. *Psychological Science*, 21, 1176–1183](#)
- Kwang, T. & Swann, W. B., Jr. (2010). Do people embrace praise even when they feel unworthy? A review of critical tests of self-enhancement versus self-verification. *Personality and Social Psychology Review*, 14, 263-280.
- [Swann, W.B., Jr. & Bosson, J. \(2010\). Self and Identity. In S.T. Fiske, D.T. Gilbert, & G. Lindzey \(Eds.\), *Handbook of social psychology* \(5th ed; 589-628\), New York: McGraw-Hill.](#)
- Sasaki, T., Hazen, N. L., & Swann, W. B., Jr. (2010). The supermom trap: Do involved dads erode moms' self-competence? *Personal Relationships*, 17, 71-79.
- Patterson, M. M., Bigler, R. S., & Swann, W. B., Jr. (2010). When Personal Identities Confirm versus Conflict with Group Identities: Evidence from an Intergroup Paradigm. *European Journal of Social Psychology*, 40, 652-670.
- Brooks, M. L., Burhmester, M. & Swann, W. B., Jr. (2010). Interactionism spoken like a true situationist. *European Journal of Personality*, 24, 483-485.
- Kwang, T., Wells, T. T., McGeary, J. E., Swann, W. B., Jr., & Beevers, C. G. (2010). Association of the serotonin transporter promoter region polymorphism with biased attention for negative word stimuli. *Depression and Anxiety*, 27, 746–751.
- [Swann, W.B., Jr., Gómez, A., Huici, C., Morales, F., & Hixon, J. G. \(2010\). Identity fusion and self-sacrifice: Arousal as catalyst of pro-group fighting, dying and helping behavior. *Journal of Personality and Social Psychology*, 99, 824–841.](#)

2009

- [Swann, W.B., Jr., Gómez, A., Seyle, C., Morales, F. & Huici, C \(2009\). Identity fusion: The interplay of personal and social identities in extreme group behavior. *Journal of Personality and Social Psychology*, 96, 995–1011.](#)
- Gómez, A., Seyle, C., Huici, C. & Swann, W.B., Jr., (2009). Can self-verification strivings fully transcend the self-other barrier? Seeking verification of ingroup identities. *Journal of Personality and Social Psychology*, 97, 1021-1044.

- North, R.J. & Swann, W. B., Jr. (2009). Self-Verification 360°: Illuminating the light and dark sides. In V. Kwan & L. Gaertner (Eds.) Special issue for *Self and Identity*, 8, 131–146.
- North, R.J. & Swann, W. B., Jr. (2009). What's positive about self-verification? S. Lopez (Ed.) *Handbook of Positive Psychology*, 2nd Edition. (pp. 465-474). New York: Oxford University Press.
- Swann, W. B. Jr., (2009). Self-verification Theory. In H. Reis & S. Sprecher (Eds.), *Encyclopedia of Human Relationships*. Thousand Oaks, CA: Sage.
- Swann, W. B. Jr., (2009). Self-verification Theory. In D. Matsumoto (Ed.), *The Cambridge Dictionary of Psychology* (p. 482). New York: Cambridge University Press.
- Bosson, J. & Swann, W.B., Jr. (2009). Self-esteem: Nature, origins, and consequences. Chapter prepared for R. Hoyle & M. Leary (Eds.), *Handbook of individual differences in social behavior* (pp. 527-546). New York: Guilford.
- Chang-Schneider, C. & Swann, W. B., Jr. (2009). The role of uncertainty in self-evaluative processes: Another look at the cognitive-affective crossfire. Chapter to appear in R.M. Arkin, K.C. Oleson, P.J. Carroll (Eds.) *The uncertain self: A handbook of perspectives from social and personality psychology* (p. 216-231). Laurence Erlbaum Associates, Inc.: New Jersey.
- Swann, W.B., Jr., Johnson, R.E., & Bosson, J. (2009). Identity negotiation in the workplace. In B. Staw & A. Brief (Eds.), *Research in organizational behavior* (Vol 29, 81-109). Amsterdam, The Netherlands: Elsevier

2008

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- Swann, W. B., Jr. Chang-Schneider, C. & McClarty, K. (2008) Yes, cavalier attitudes can have pernicious consequences: A reply to Krueger, Vohs, & Baumeister *American Psychologist*, 63, 65-66.
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- Swann, W.B., Jr. & Bosson, J. (2008). Identity negotiation: A Theory of Self and Social Interaction. In O. John, R. Robins, & L. Pervin (Eds.) *Handbook of Personality Psychology: Theory and Research I* (pp. 448-471). New York: Guilford.

2007

- [Swann, W. B., Jr. Chang-Schneider, C. & McClarty, K. \(2007\) Do our self-views matter? Self-concept and self-esteem in everyday life. *American Psychologist*, 62, 84-94.](#)
- Seyle, C. & Swann, W.B., Jr. (2007). Being Oneself in the Workplace: Self-verification and Identity in Organizational Contexts. In C. A. Bartel, S. Blader, & A. Wrzesniewski (Eds.) *Identity and the modern organization* (pp. 201-222). Erlbaum.
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- Sellers, J.G., Woolsey, M.D. & Swann, W. B. Jr, (2007). Is silence more golden for women than men? Observers derogate effusive women and their quiet partners. *Sex Roles: A Journal of Research*, 57, 477-482.
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- Swann, W. B., Jr. (2007). Blind spots. *American Scientist*, 95 , 451-452.
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- Swann, W. B., Jr., McClarty, K., & Rentfrow, P. J. (2007). Shelter from the storm? Flawed reactions to stress in precarious couples. *Journal of Social and Personal Relationships*, 24, 793-808.

2006

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