Oral Defense Announcement
University of Missouri – St. Louis Graduate School

An oral examination in defense of the dissertation for the degree
Doctor of Philosophy in Psychology with an emphasis in Industrial and Organizational Psychology

Jennifer L. Unnerstall

M.A. in Psychology, May, 2012, University of Missouri-St. Louis
B.A. in Psychology, December, 2009, Truman State University

You Look Like Me: The Impact of Demographic Similarity on Picture Primes’ Effectiveness

Date: April 22, 2019
Time: 2:15 p.m. to 4:15 p.m.
Place: 339 Stadler Hall

Abstract
Past research has clearly demonstrated the ability of various primes to influence behavior; however, little is understood about how and why primes work. The present research first investigates whether a picture prime has the ability to influence cooperative and competitive concept activation and implicit associations. Further, the present research investigates whether the characteristics of the picture prime, specifically the race of the individuals depicted in the prime, moderate these effects. Secondly, the present research investigates whether the same picture prime can impact cooperative and competitive behavior and how the prime interacts with explicit instructions to behave cooperatively or competitively. This research gives us an initial window into how primes work and expands the field of behaviors we may be able to influence using an unobtrusive picture prime. Potential real-world implications and ethical considerations of the results are discussed.

Defense of Dissertation Committee
Stephanie Merritt, Ph.D. (Chair)
Bettina Casad, Ph.D.
Jeffrey Noel, Ph.D.
Matthew Taylor, Ph.D.