

Vivian Zayas Curriculum Vita

Department of Psychology
Cornell University
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Professional Positions

Jan. 2007 – present Assistant Professor, Department of Psychology, Cornell University
Graduate Fields: Psychology, Human Development, Cognitive Science

2005 – 2006 Research Scientist, University of Washington, Seattle, WA

2003 – 2005 Research Associate, University of Washington, Seattle, WA

Education

2003 Ph. D., Psychology, University of Washington, Seattle
Major Area: Social and Personality Psychology

2000 M. S., Psychology, University of Washington, Seattle

1994 B. A., Psychology, Cornell University

Research Interests

Social and Interpersonal Cognition, Human attachment, Self-regulation, Unconscious Cognition

Honors and Awards

John Merck Fund Summer Institute on the Biology of Developmental Disabilities, Fellow,
Princeton University, 2005

John Merck Fund Summer Institute on the Biology of Developmental Disabilities, Travel
Award, Princeton University, 2005

National Institutes of Health Postdoctoral Research Supplement Award, Fellow, 2003 – 2005

University of Washington, Psychology, Distinguished Teaching Award, Finalist, 2003

National Research Service Award, Fellow, 2000 – 2003

American Psychological Society's Student Research Competition Award, 2000

National Science Foundation, Fellow, 1997 – 2000

National Science Foundation Mentoring Assistantship, Summer 1997

National Hispanic Scholar, 1990

Cornell University Dean's Scholar, 1990

New Jersey Department of Education Garden State Scholar, 1990

Publications

- (14) Ferguson, M. & Zayas, V. (in press). Automatic evaluation. *Current Directions in Psychological Science*.
- (13) Zayas, V., Tabak, J. A., Günaydın, G. & Robertson, J. M. R. (in press). A social-cognitive model to human behavior offers a more parsimonious account of emotional expressivity [Commentary]. *Behavioral and Brain Sciences*.
- (12) Carlson, S. M., Zayas, V., & Guthormsen, A. (2009). Neural correlates of decision making on a gambling task. *Child Development, 80*, 1076-1096.
- (11) Zayas, V., Shoda, Y., Osterhout, L., Takahashi, M. M., & Mischel, W. (2009). Neural responses to partner rejection cues. *Psychological Science, 20*, 813-821.
- (10) Zayas, V. & Shoda, Y. (2009). Three decades after the personality paradox: Understanding situations. *Journal of Research in Personality, 43*, 280-281.
- (9) Zayas, V. & Ram, D. (2009). What's love got to do with it? An attachment perspective on pairbonding and sexual behavior [Commentary]. *Behavioral and Brain Sciences, 32*, 44-45.
- (8) Zayas, V., Whitsett, D., Lee, J. J. Y., Wilson, N. & Shoda, Y. (2008). From situation assessment to personality: Building a social-cognitive model of a person. In Boyle, G., Matthews, G., & Saklofske, D. (Eds.), *Handbook of Personality Theory and Testing* (Vol. 2, pp. 377-401). Sage Publishers.
- (7) Ayduk, O. N., Zayas, V., Downey, G., Cole, A. B., Shoda, Y., & Mischel, W. (2008). Rejection sensitivity and executive function: Joint predictors of borderline personality features. *Journal of Research in Personality, 42*, 151-168.
- (6) Zayas, V. (2007). Outwit, Outplay, and Outlast: What role did Richard Hatch's personality play in his victory as the first Survivor? In A. Brown & C. Logan (Eds.), *The Psychology of Survivor*, Benbella Books.
- (5) Zayas, V. & Shoda, Y. (2007). Predicting preferences for dating partners from past experiences of psychological abuse: Identifying the 'psychological ingredients' of situations. *Personality and Social Psychology Bulletin, 33*, 123-138.
- (4) Eigsti, I. M., Zayas, V., Mischel, W., Shoda, Y., Ayduk, O., Dadlani, M. B., Davidson, M. C., Aber, J. L., & Casey, B. J. (2006). Predicting cognitive control from preschool to adolescence and young adulthood. *Psychological Science, 17*, 478-84.
- (3) Greenwald, A. G., Rudman, L. A., Nosek, B. A., & Zayas, V. (2006). Why So Little Faith? A Comment on Blanton and Jaccard's (2006) Skeptical View of Testing Pure Multiplicative Theories. *Psychological Review, 113*, 170-180.
- (2) Zayas, V. & Shoda, Y. (2005). Do automatic reactions elicited by thoughts of romantic partner, mother, and self relate to adult romantic attachment? *Personality and Social Psychology Bulletin, 31*, 1011-1025.
- (1) Zayas, V., Shoda, Y., & Ayduk, O. N. (2002). Personality in context: An interpersonal systems perspective. *Journal of Personality, 70*, 851-898.

Manuscripts Under Review

- (15) Zayas, V., Ayduk, O. N., Mischel, W., Shoda, Y., Aber, J. L., & Cole, A. B. (under review). Roots of adult attachment: Maternal caregiving at 18 months predicts adult attachment to peers and partners (*Psychological Science*).

- (16) Tabak, J. & Zayas, V. (under review). Gaydar? Sexual orientation is read from faces of women and men presented upright or upside-down (*Cognition*).
- (17) Zayas, V., Greenwald, A. G., & Osterhout, L. (under review). Unintentional covert motor activations predict behavioral effects: Multilevel modeling of trial-level electrophysiological motor activations (*Psychophysiology*).
- (18) Chernyak, N. & Zayas, V. (under review). Being excluded by one means being excluded by all: Being excluded by one means being excluded by all: Cognitive and affective consequences of one-person exclusion (*Journal of Experimental Social Psychology*).

Manuscripts Under Revision or In Preparation

- (19) Mischel, W., Ayduk, O. N., Berman, M., Casey, B. J., Jonides, J., Kross, E., Wilson, N., Zayas, V., & Shoda, Y. (in press). "Willpower" over the life span: Decomposing impulse control. *Social Cognitive Affective Neuroscience*.
- (20) Zayas, V., Ayduk, O. N., Mischel, W., Shoda, Y., Aber, J. L., & Cole, A. B. (in preparation). Quality of maternal caregiving predicts relationship with parents in adolescence.
- (21) Zayas, V. & Shoda, Y. (in preparation). Bi-valent facilitation = bi-valent activation: Priming with names of significant persons facilitates classification of pleasant and unpleasant target words.
- (22) Selcuk, E., Zayas, V., & Hazan, C. (in preparation). Marital functioning from an attachment perspective. *Journal of Family Theory and Review*.
- (23) Zayas, V. & Shoda, Y. (in preparation). Cognitive-affective processes associated with receipt of psychological abuse: Adult attachment, automatic reactions, and social desirability responding.
- (24) Zayas, V. & Abrams, R. (in preparation). Temporary and chronic influences on gender and valence subliminal priming.

Works In Progress (Data Collected)

- (25) Critcher, C. R. & Zayas, V. "He invited you but not me!?!": Excluded people are quick to group excluders with those they include.
- (26) Tabak, J. A., Zayas, V., & Warasinee, C. Don't ask, don't tell? Neurophysiological evidence for gaydar in everyday face perception.

Unpublished Manuscripts

- (27) Zayas, V. & Shoda, Y. (2004). Using the Implicit Association Test (IAT) to assess automatic reactions elicited by one's mother. *Unpublished manuscript. University of Washington*.

Conference Presentations and Invited Talks

- (24) Zayas, V., Shoda, Y., Mischel, W., Osterhout, L., & Takahashi, M. M. (2010, January). Neural responses to partner rejection cues. A paper submitted for presentation at the annual meeting of the Society of Social and Personality Psychology, Las Vegas, Nevada (Symposium, "A biopsychosocial model to social belonging: Perspectives from across the spectrum of social psychology." Chairs: Lisa M. Jaremka & Nancy Collins).

- (23) **Zayas, V.** (2009, November). The roots of adult attachment: Maternal caregiving at 18 months predicts adult attachment to peers and partners. A paper to be presented at the meeting of the International Association for Relationship Research Mini-Conference, Lawrence, Kansas.
- (22) **Zayas, V.** (2009, June). Love you? Hate you? Automatic reactions elicited by significant persons. Invited talk presented at the annual Duck Social Cognition Conference, Corolla, North Carolina.
- (21) **Zayas, V.** (2009, May). The roots of adult attachment: Maternal caregiving at 18 months predicts adult attachment to peers and partners. A paper presented at the annual meeting of the Association for Psychological Science, San Francisco, California (Symposium, "The relational mind: An interdisciplinary look at the underpinnings of adult attachment." Chairs: **Vivian Zayas** & Omri Gillath).
- (20) **Zayas, V.** (2009, April). Adult attachment dynamics: Neural correlates and early life precursors. Invited talk presented at the Psychology Department, Amherst College, Amherst, MA.
- (19) **Zayas, V.** & Shoda, Y. (2009, January). Love you? Hate you? Actually it's both: Personally significant individuals activate both positive and negative automatic responses. A paper presented at the annual meeting of Social Psychology Winter Conference, Park City, Utah.
- (18) **Zayas, V.** (2008, July). ERP evidence of greater processing cost for rejecting partner behaviors in attachment-related contexts. A paper presented at the annual meeting of International Association for Relationship Research, Providence, Rhode Island.
- (17) **Zayas, V.,** Shoda, Y., Mischel, W., Osterhout, L., & Takahashi, M. M. (2008, May). Neural responses to partner rejection cues. A paper presented at the annual meeting of the Association for Psychological Science, Chicago, Illinois (Symposium, "Rejection and social-threat: Psychological and physiological responses and their regulation." Chairs: **Vivian Zayas** & Ethan Kross).
- (16) **Zayas, V.** (2008, April). Do I like you? Automatic evaluative reactions elicited by significant persons. Invited talk presented at the Johnson Business School (Management and Organizations), Cornell University, Ithaca, NY.
- (15) **Zayas, V.** (2008, March). ERP evidence of greater processing cost for negative partner behaviors in attachment-related situations. Invited talk presented at the Department of Human Development, Cornell University, Ithaca, NY.
- (14) **Zayas, V.** (2007, October). Lateralized Readiness Potential (LRP) evidence of response competition in masked category priming. A paper presented at the annual meeting of Person Memory Interest Group, Zion, Illinois.
- (13) Eigsti, I. M., Casey, B. J., **Zayas, V.,** Mischel, W., & Shoda, Y. (2007). Predicting cognitive control from preschool to young adulthood. A paper presented at the annual meeting of the Society for Research in Child Development, Boston, Massachusetts (Symposium, "Longitudinal and cross domain approaches to executive function." Chair: Inge-Marie Eigsti.).
- (12) **Zayas, V.** (2006, October). Automatic reactions elicited by thoughts of romantic partner, self, and mother. Invited talk presented at the Institute of Personality and Social Psychology, University of California, Berkeley, CA.
- (11) **Zayas, V.** (2006, February). Do automatic reactions elicited by thoughts of romantic partner, self, and mother relate to experiences in close relationships? Invited talk presented at the Center of Behavioral Decision Research, Carnegie Mellon University, Pittsburgh, PA.

- (10) **Zayas, V.** (2006, February). ERP evidence of greater processing cost for negative partner behaviors in attachment-related situations. Invited talk presented at Cornell University, Ithaca, NY.
- (9) **Zayas, V.** (2006, February). Do automatic reactions elicited by thoughts of romantic partner, self, and mother relate to experiences in close relationships? Invited talk presented at Cornell University, Ithaca, NY.
- (8) **Zayas, V.** (2006, February). Automatic reactions elicited by mental representations of partner, mother, and self. Invited talk presented at Columbia University, New York City, NY.
- (7) **Zayas, V., Shoda, Y. & Takahashi, M. M.** (2006, January). Neural basis of automatic expectations within attachment-related contexts. A paper presented at the annual meeting of Social Psychology Winter Conference, Park City, Utah.
- (6) **Zayas, V., Osterhout, L., & Greenwald, A.G.** (2005, May). Motor and semantic activation in masked priming: Event-related potential (ERP) evidence of response competition. A paper presented at the annual meeting of Northwest Cognition and Memory, Bellingham, Washington.
- (5) **Zayas, V. & Shoda, Y.** (2004, November). Do automatic reactions elicited by thoughts of romantic partner, mother, and self relate to adult romantic attachment? Invited talk presented at University at Albany, Albany, NY.
- (4) **Zayas, V.** (2002, November). Examining the automatic evaluative reactions and unconscious processes associated with significant persons. Invited talk presented at Northwestern University, Evanston, IL.
- (3) **Zayas, V. & Shoda, Y.** (2001, February). It takes two to tangle: Preferences in dating partners and psychologically abusive relationships. A paper presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, Texas (Symposium, "Social Cognition within Relationships: Combining Social and Personality Approaches." Chair: Eva Klohnen.).
- (2) Shoda, Y. & **Zayas, V.** (1999, October). Individual differences in automatic evaluative associations toward significant persons. A paper presented at the 1999 Annual Meeting of The Society of Experimental Psychology.
- (1) Shoda, Y. & **Zayas, V.** (1998, November). Implicit attitudes toward significant persons. Paper presented at the annual meeting of the Society for Experimental Social Psychology, Lexington, KY.

Conference Posters

- (12) Chernyak, N. & **Zayas, V.** (2010, January). Being excluded by one means being excluded by all: Consequences of one-person exclusion. Poster to be presented at the annual meeting of the Society of Social and Personality Psychology, Las Vegas, Nevada.
- (11) Tabak, J. A., **Zayas, V., & Warasinee, C.** (2010, January). Don't ask, don't tell? Neurophysiological evidence for gaydar in everyday face perception. Poster to be presented at the annual meeting of the Society of Social and Personality Psychology, Las Vegas, Nevada.
- (10) Carlson, S. M., **Zayas, V., & Anderson, J.** (2009, May). Individual differences on a gambling task are related to EEG and executive function. Poster session presented at the annual meeting of the American Psychological Society, San Francisco, CA.
- (9) Tabak, J. & **Zayas, V.** (2009, May). Sexual orientation is read from faces of women and men presented upright or upside-down. Poster session presented at the annual meeting of the American Psychological Society, San Francisco, CA.

- (8) **Zayas, V.**, Shoda, Y., Mischel, W., & Osterhout, L. (2008, February). ERP evidence of greater processing cost for negative partner behaviors in attachment-related situations. Poster session presented at the annual meeting of the Society of Social and Personality Psychology, Albuquerque, NM.
- (7) Takahashi, M. M., **Zayas, V.**, & Shoda, Y. (2005, May). Automatic expectations within attachment-related contexts. Poster session presented at the University of Washington's Eighth Annual Undergraduate Research Symposium, Seattle, WA.
- (6) Luon, Y. & **Zayas, Y.** (2005, May). Attachment styles vs. attachment dimensions: Two measures of adult attachment break-up. Poster session presented at the University of Washington's Eighth Annual Undergraduate Research Symposium, Seattle, WA.
- (5) Lee, J, **Zayas, V.**, & Shoda, Y. (2005, January). Unconscious processing of facial information. Poster session presented at the annual meeting of the Society of Social and Personality Psychology, New Orleans, LA.
- (4) **Zayas, V.** & Shoda, Y. (2000, May). Fatal attraction? Preferences in dating partners and psychologically abusive relationships. Poster session presented at the annual meeting of the American Psychological Society, Washington, D.C.
- (3) **Zayas, V.** & Shoda, Y. (1999, May). Implicit attitudes, attachment styles, and recall of mother's supportiveness: Predicting psychological abuse. Poster session presented at the annual meeting of the American Psychological Society, Denver, Co.
- (2) **Zayas, V.** & Shoda, Y. (1999, May). How I Think of Thee? The effects of thinking about romantic partners. Poster session presented at the annual meeting of the American Psychological Society, Denver, Co.
- (1) **Zayas, V.** & Shoda, Y. (1998, May). Construct validation of Implicit Association Test to measure attitudes toward significant persons. Poster session presented at the annual meeting of the American Psychological Society, Washington, DC.

Research Support

Early Precursors and Neural Correlates of Adult Self-Regulation and Attachment. R21 grant submitted on 06/16/2009 to National Institutes of Health. Principal Investigator. \$467,236.00 (Total Costs). The project seeks to identify the early life precursors that may contribute to effective self-regulation and secure attachment in adulthood, the neural circuitry mediating long-term continuities, and role of early life precursors on the development of diverse psychopathologies and negative life outcomes (e.g., substance abuse, body mass index).

Judgment and Decision-Making Within Interpersonal Context. Small grant awarded by Cornell's Institute for Social Sciences. \$8,000 Start date: 9/01/2009 Anticipated End date: 5/01/2012.

Adult Attachment: Integrating Social, Cognitive, and Neurophysiological Approaches. Small grant awarded by President's Council of Cornell Women. \$12,500 Start date: 07/01/2008 Anticipated End date: 07/01/2008.

Adult Attachment: Integrating Social, Cognitive, and Neurophysiological Approaches. Small grant awarded by Cornell's Institute for Social Sciences. \$11,000 Start date: 12/01/2007 Anticipated End date: 12/01/2008.

Close Relationships: The Cognitive and Affective Processes Underlying Relational and Personal Well-being. Institutional grant submitted by multiple scholars from Cornell's Center for Behavioral Economics and Decision Research (BEDR) to the Templeton Foundation. \$2,500,000.

Behavioral and ERP Analyses of Unconscious Cognition. RO1 grant submitted on 10/1/05 to National Institutes of Health. Co-Investigator (with Anthony Greenwald, PI, and Lee Osterhout, Co-I). \$1,675,440 (Total Costs). This project represents an interdisciplinary effort

between social cognition and electrophysiology/neuroscience and aims to elucidate the mechanisms of subliminal priming, using Event Related Potentials and behavioral measures.

Cognitive-Affective Processing System and Attachment. National Institutes of Health Postdoctoral Research Minority Supplement Award (PA-01-079). Fellow. Start date: 8/1/03 End date: 11/30/05. The aim of this project was to examine cognitive-affective processes and neural correlates of attachment and self-regulation using a combination of longitudinal and experimental designs and a variety of methodologies, such as Event Related Potential (ERP) and cognitive tasks (e.g., lexical decision, Implicit Association Task).

Outside of Conscious Awareness: Predicting Real Life Outcomes. National Research Service Award (PA-95-029). Fellow. Start date: 9/16/00 End date: 9/15/03. The purpose of this predoctoral training grant was to develop and validate methods to unobtrusively assess automatic processing of information associated with mental representations of others and self. Using methods, such as subliminal and supraliminal priming and the Implicit Association Test, I tested specific hypothesis regarding the role of mental representations of others and self on various behaviors and outcomes.

Professional Activities and Affiliations

Fellow, Event Related Potential (ERP) Boot Camp, Center for Mind and Brain, University of California Davis, CA., August 6-15, 2007

Fellow, American Psychological Association Advanced Training Institutes on Functional Magnetic Resonance Imaging (fMRI), NMR Center at MGH, Charlestown, MA, 2006

Member, Association for Psychological Science (APS)

Member, Society for Personality and Social Psychology (SPSP)

Member, International Association for Relationship Research (IARR)

University Activities

Training Faculty, Ithaca Manhattan Graduate Initiative in Neuroscience (IMAGINE), *NIH*-funded Graduate Training Program sponsored by Cornell University and Weill Cornell Medical College

Training Faculty, Training Program in Human Developmental Behavioral Neuroscience, Department of Human Development, Cornell University

Faculty Fellow, Institute of Social Sciences (ISS) Theme Project on Judgment, Decision Making, and Social Behavior, Summer 09 – Spring 12

Member, Behavioral and Economic Decision Making, Cornell University, 2007 – present

Departmental Activities

Chair, Psychology Honors Program, Fall 2008 – present

Member, Faculty Search (Social Psychology / Feminist, Gender, & Sexuality), 2008 – 2009

Teaching

Introduction to Personality Psychology, Spring 2007, Fall 2007, 2008, 2009, Cornell University

Research Methods, Spring 2008, 2009, Cornell University

Social Psychology Seminar, Spring 2007 – Fall 2009

Core Concepts in Social Psychology, Autumn 2005, University of Washington

Social Psychology of Human Relationships, Summer 2004, University of Washington

Teaching Fellow, Introduction to Psychology, 2001-2002, University of Washington

Student Advising

Doctoral Committees

Daphna Ram (Chair, Human Development), Gul Günaydın (Chair, Psychology), Emre Selcuk (Member, Human Development), Jordan DeLong (Member, Psychology), Guergana Spassova (Member, Johnson Business School), Mu Xu (Member, Department of Communication), Tywanquila Walker (Member, Psychology), Maggie Wray (Breadth Member, Neurobiology and Behavior), Marcela Fernandez (Field-Appointed Member, Psychology)

Current Graduate Student Advisees

Daphna Ram (Human Development), Gul Günaydın (Psychology), Emre Selcuk (Human Development), Clayton Crichter (Psychology), Erik Helzer (Psychology), Jun Fukukura (Psychology), Jordan DeLong (Psychology), Guergana Spassova (Johnson Business School), Mu Xu (Department of Communication), Tywanquila Walker (Psychology), Maggie Wray (Neurobiology and Behavior)

Undergraduate Honors Student Advisees

Nadia Chernyak (Chair, 2008-2009, magnum cum laude, presently a graduate student at Cornell University, Department of Human Development), Joshua Tabak (Chair, 2008-2009, summa cum laude, presently a graduate student at University of Washington, Psychology), Warasinee Chaisangmongko (Chair, 2008-2009, magna cum laude, presently a graduate student at Yale University, Cognitive Neuroscience)

Ad-Hoc Reviewer

Behavioral and Brain Sciences, British Journal of Social Psychology, Cognitive Development, Journal of Personality, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, Journal of Social and Personal Relationships, John Wiley & Sons, Inc., Neuropsychologia, Personality and Social Psychology Bulletin, Personality and Social Psychology Review, Psychological Assessment, Psychological Science, Social Psychological and Personality Science, W. W. Norton & Company