

Anthony Pratkanis



Anthony Pratkanis is currently Professor of Psychology at the University of California, Santa Cruz where he studies social psychology, social influence, and prejudice reduction. He earned his Ph.D. in 1984 from the famed social psychology program at the Ohio State University. An engaging classroom teacher, he began his career in the business school at Carnegie-Mellon University where he taught popular courses in advertising and consumer behavior. He was recently awarded UCSC's coveted Excellence in Teaching Award for his popular courses on Social Influence and Social Psychology and was named The Psychology Class of 2005's Most Revered Professor.

A frequent contributor to scientific journals and the popular press on the topics of persuasion and influence, he is a co-editor of *Attitude Structure and Function*, *Social Psychology*, *The Science of Social Influence*, and a past associate editor for the *Journal of Consumer Psychology*. His research program has investigated such topics as the delayed effects of persuasion, attitudes and memory, groupthink, affirmative action, subliminal persuasion, mass communications, source credibility, persuasion and democracy, and a variety of influence tactics such as the pique technique, phantoms, the projection tactic, the 1-in-5 prize tactic, and altercasting. In 1995, he was elected a fellow of the American Psychological Association. He has appeared in the mass media over 350 times including the Oprah Winfrey Show, Dateline NBC, CBS News, C-Span, Washington Post, Los Angeles Times, New York Times, and CNN, and his research has been translated into ten different languages. He is the co-author (with Elliot Aronson) of *Age of Propaganda: The Everyday Use and Abuse of Persuasion* and (with Doug Shadel) of *Weapons of Fraud: A Source Book for Fraud Fighters*. Anthony Pratkanis is the founding editor of a new scientific journal, *Social Influence*. In 2002, he received a Telly award for his work as a scientific consultant on AARP's video, *Weapons of Fraud* (the companion video to the book by the same name). Recently, he testified before the U.S. Senate Special Committee on Aging about what can be done to prevent economic fraud crimes. Currently, he is working with AARP, civic groups, and law enforcement agencies on strategies for preventing economic fraud crimes, with government agencies including the United States military on countering the propaganda of terrorists and dictators, and with the National Association of Attorneys General's Tobacco Litigation Group as an expert on marketing and consumer behavior.