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Education

Dr. phil. habil., Psychology, University of Oldenburg, Germany, 1995

Ph.D., Research Methodology and Quantitative Psychology, University of Chicago, 1985

Diplom, Psychology and Computer Science, University of Oldenburg, Germany, 1982

University Positions

John D. Gray Chair in Marketing, Kellogg School of Management, 2009–present

Canada Research Chair of E-Marketing, Desautels Faculty of Management, and Associate Member of Department of Psychology, McGill University, 2002–2010

Professor of Consumer Behavior, University of Groningen, 2000 – 2002

Professor of Psychology, University of Illinois, Champaign-Urbana, 1986 – 2000

Research Associate, Department of Psychology, University of Heidelberg, 1985 – 1986

Visiting Research Scholar:

University of Groningen, January 1995 – June 1995, June 1996 – August 1996

University of Cologne, National Opinion Research Center (ZUMA), July 1995 – August 1995

Cox School of Business, Southern Methodist University, August 1994 – December 1994

Honors and Awards

2007 Fellow, Association for Psychological Science

2005 President of Psychometric Society

2003 Canada Research Chair

2002 Bell Chair in E-Marketing, McGill University

2002 Fellow, CIRANO (Center for Interuniversity Research and Analysis of Organizations), Montreal

2002 Research Fellow, CIREQ (Center for Interuniversity Research and Quantitative Economics), Montreal

2000 University Scholar Award for Excellence in Research and Teaching, University of Illinois (Office of the President)

1991 Incomplete List of Teachers Ranked as Excellent, University of Illinois

1990 Incomplete List of Teachers Ranked as Excellent, University of Illinois

Research

Publications in Journals

102. Böckenholt, U. (2012). Modeling multiple response processes in judgment and choice. *Psychological Methods*, in press.
101. Böckenholt, U. (2012). The Cognitive-Miser Response Model: Testing for intuitive and deliberate reasoning. *Psychometrika*, 77, 388-399.
100. Willemsen, M. C., Böckenholt, U. & Johnson, E. J. (2011). Choice by value encoding and value construction: Processes of loss aversion. *Journal of Experimental Psychology: General*, 140, 303-324.
99. Tsai, R., & Böckenholt, U. (2011). Understanding choice behavior beyond option scaling using structural equation models. *Journal of Data Science*, 9, in press.
98. Chernev, A., Böckenholt, U. & Goodman, J. (2010). Choice overload: Is there anything to it. *Journal of Consumer Research*, 37, 426-28.
97. Van den Hout, A., Böckenholt, U., & van der Heijden, P. G. M. (2010). Estimating prevalence and cheating in a double-sampling scheme with direct questioning and randomized response. *Journal of the Royal Statistical Society, Series C*, 59, 723-736.
96. Moore, S., Daniel, M., Böckenholt, U., Richard, L., Stewart, S., Dube, L. (2010). Associations among socioeconomic status, perceived neighbourhood control, perceived individual control, and self-reported health. *Journal of Community Psychology*, 38, 729-741.
95. Moore, S., Gauvin, L., Daniel, M., Kestens, Y., Böckenholt, U., Dube, L., & Richard, L. (2010). Associations among park use, age, social participation, and neighborhood age composition in Montreal. *Leisure Sciences*, 32, 318-336.
94. Böckenholt, U., Barlas, S. & van der Heijden, P. G. M. (2009) Do randomized-response designs eliminate response biases? An empirical study of non-compliance behavior. *Journal of Applied Econometrics*, 24, 377-392.
93. Ebbes, P., Wedel, M., & Böckenholt, U. (2009). Frugal IV alternatives to identify the parameter for an endogenous regressor. *Journal of Applied Econometrics*, 24, 446-468.
92. Dube, L., Bechara, A., Böckenholt, U., Ansari, A., Dagher, A., De Sarbo, W. S., Hammond, R. A., Huang, T.-K., Huettel, S., Kooreman, P. & Smidts, A. (2008). A Brains-to-Society systems model of individual choice. *Marketing Letters*, 19, 323-336.
91. Cruyff, M. J. L. F., Böckenholt, U. , van den Hout, A., & van der Heijden, P. G. M. (2008). Accounting for self-protective responses in randomized response data from a social security survey using the zero-inflated Poisson model. *Annals of Applied Statistics*, 2, 216-231.
90. Maydeu-Olivares, A. & Böckenholt, U. (2008). Modeling subjective health outcomes: Top 10 reasons to use Thurstone's method. Editorial. *Medical Care*, 46, 346-348.
89. Tsai, R., & Böckenholt, U. (2008). On the importance of distinguishing between within- and between-subject effects in intransitive choice data. *Journal of Mathematical Psychology*, 52, 10-20.
88. Böckenholt, U. & van der Heijden, P. G. M. (2007). Item randomized-response models for measuring noncompliance: Risk-return perceptions, social influences, and self-protective responses. *Psychometrika*, 72, 245-262.

87. Cruyff, M. J. L. F., van den Hout, A., van der Heijden, P. G. M. & Böckenholt, U. (2007). Log-linear randomized-response models taking self-protective response behavior into account. *Sociological Methods & Research*, 36, 266–282.
86. Mourali, M., Böckenholt, U., & Laroche, M. (2007). Compromise and attraction effects under prevention and promotion motivations. *Journal of Consumer Research*, 34, 234–247
85. Böckenholt, U. (2006). Thurstonian-based analyses: Past, present and future utilities. Presidential Address. *Psychometrika*, 71, 615–629. 71, 615–629.
84. Tsai, R., & Böckenholt, U. (2006). Modeling intransitive preferences: A random-effects approach. *Journal of Mathematical Psychology*, 50, 1–14.
83. Böckenholt, U. (2006). Visualizing individual differences in pairwise preference data. *Food Quality and Preference*, 17, 179–187.
82. Lenk, P., Wedel, M. & Böckenholt, U. (2006). Bayesian Estimation of circumplex models subject to prior theory constraints and scale-usage bias. *Psychometrika*, 71, 33–55.
81. Ebbes, P., Wedel, M., Böckenholt, U. & Steerneman, T. (2005). Solving and testing for regressor-error (in)dependence when no instrumental variables are available: with new evidence for the effect of education on income. *Quantitative Marketing and Economics*, 3, 365–392.
80. Maydeu-Olivares, A., & Böckenholt (2005). Structural equation modeling of paired comparison and ranking data. *Psychological Methods*, 10, 285–304.
79. Böckenholt, U. (2005). A latent Markov model for the analysis of longitudinal data collected in continuous time: States, durations, and transitions. *Psychological Methods*, 10, 65–83.
78. Böckenholt, U. (2004). Comparative judgments as an alternative to ratings: Identifying the scale origin. *Psychological Methods*, 9, 453–465.
77. Ebbes, P., Böckenholt, U., & Wedel, M. (2004). Regressor and random-effect dependencies in multilevel models. *Statistica Neerlandica*, 58, 161–178
76. Wedel, M., Böckenholt, U. & Kamakura, W. A. (2003). Factor models for multivariate count data. *Journal of Multivariate Analysis*, 87, 356–369.
75. Böckenholt, U. (2003). Analyzing state dependencies in emotional experiences by dynamic count data models. *Journal of the Royal Statistical Society, Series C*, 52, 213–226.
74. Böckenholt, U., Kamakura, W., & Wedel, M. (2003). The structure of self-reported affect: A mixed-effects Poisson factor model. *British Journal of Mathematical and Statistical Psychology*, 56, 215–230.
73. Tsai, R., & Böckenholt, U. (2002). Two-level linear paired comparison models: Estimation and identifiability Issues. *Mathematical Social Sciences*, 43, 429–449.
72. Böckenholt, U. (2002). A Thurstonian analysis of preference change. *Journal of Mathematical Psychology*, 46, 300–314.
71. Böckenholt, U. (2002). Markov models with random effects for binary panel data. *Methods of Psychological Research-online*, 7, 19–32.
70. Schimmack, U., Böckenholt, U., & Reisenzein, R. (2002). Response styles in affect ratings: Making a mountain out of a molehill. *Journal of Personality Assessment*, 78, 461–483.

69. Böckenholt, U. (2001). Thresholds and intransitivities in pairwise judgments: A multilevel analysis. *Journal of Educational and Behavioral Statistics*, 26, 269-282.
68. Tsai, R., & Böckenholt, U. (2001). Maximum likelihood estimation of factor and ideal point models for paired comparisons. *Journal of Mathematical Psychology*, 45, 795-811.
67. Böckenholt, U., & Tsai, R. (2001). Individual differences in paired comparisons data. *British Journal of Mathematical and Statistical Psychology*, 54, 265-277.
66. Böckenholt, U. (2001). Hierarchical models of paired comparison data. *Psychological Methods*, 6, 49-66.
65. Böckenholt, U. (2001). Mixed-effects analyses of rank-ordered data. *Psychometrika*, 66, 45-62.
64. Böckenholt, U. (2001). Should I measure my variables as continuous or categorical? *Journal of Consumer Psychology*, 10, 37-37.
63. Anderson, C. J., & Böckenholt, U. (2000). Graphical regression models for polytomous variables. *Psychometrika*, 65, 497-510.
62. Wedel, M., Kamakura, W., & Böckenholt, U. (2000). Marketing data, models and decisions. *International Journal of Research in Marketing*, 17, 203-208.
61. Kim, J.-S., & Böckenholt, U. (2000). Modeling stage-sequential change in ordered categorical responses. *Psychological Methods*, 5, 380-400.
60. Böckenholt, U., Dillon, W. R. (2000). Inferring latent brand dependencies. *Journal of Marketing Research*, 37, 72-87.
59. Weber, E. U., Böckenholt, U., Hilton, D., & Wallace, B. (2000). Confidence judgments as expressions of experienced decision conflict. *Risk, Decision & Policy*, 5, 69-100.
58. Böckenholt, U. (1999). Analyzing multiple emotions over time by autoregressive negative multinomial regression models. *Journal of the American Statistical Association*, 94, 757-765.
57. Böckenholt, U. (1999). Measuring change: Mixed Markov models for ordinal panel data. *British Journal of Mathematical and Statistical Psychology*, 52, 125-136.
56. Yao, G. & Böckenholt, U. (1999). Bayesian estimation of Thurstonian ranking models based on the Gibbs sampler. *British Journal of Mathematical and Statistical Psychology*, 52, 79-92.
55. Böckenholt, U. (1999). INAR(1) Poisson regression models: Analyzing heterogeneity and serial dependencies in repeated count data. *Journal of Econometrics*, 89, 317-338.
54. Vermunt, J., Langeheine, R., & Böckenholt, U. (1999). Discrete-time discrete-state latent Markov models with time-constant and time-varying covariates. *Journal of Educational and Behavioral Statistics*, 24, 179-207.
53. Böckenholt, U. (1999). An INAR(1) negative multinomial regression model for longitudinal count data. *Psychometrika*, 64, 53-67.
52. Ben-Akiva, M., McFadden, D., Abe, M., Böckenholt, U., Bolduc, D., Gopinath, D., Morikawa, T., Ramaswamy, V., Rao, V., Revelt, D., Steinberg, D. (1997). Modeling methods for discrete choice analysis. *Marketing Letters*, 8, 273-286.
51. Böckenholt, U., Dillon, W. R. (1997). Modeling within-subject dependencies in ordinal paired comparison data. *Psychometrika*, 62, 414-434.

50. Böckenholt, U., Dillon, W. R. (1997). Some new methods for an old problem: Modeling preference changes and competitive market structures in pre-test market data. *Journal of Marketing Research*, 34, 130-142.
49. Böckenholt, U. (1996). Analyzing multi-attribute ranking data: Joint and conditional approaches. *British Journal of Mathematical and Statistical Psychology*, 49, 57-78.
48. van der Heijden, P. G. M., Dessens, J., & Böckenholt, U. (1996). Estimating the concomitant variable latent class model with the EM algorithm. *Journal of Educational and Behavioral Statistics*, 21, 215-229.
47. Böckenholt, U., & Langeheine, R. (1996). Latent change in recurrent choice data. *Psychometrika*, 61, 285-302.
46. van Duijn, M. A. J., & Böckenholt, U. (1995). Mixture models for the analysis of repeated count data. *Applied Statistics*, 44, 473-485.
45. Dzharfarov, E., & Böckenholt, U. (1995). Decomposition of recurrent choices into stochastically independent counts. *Journal of Mathematical Psychology*, 39, 40-56.
44. Dillon, W. R., Böckenholt, U., Borrero, M. S., Bozdogan, H., DeSarbo, W., Gupta, S., Kamakura, W., Kumar, A., Ramaswamy, V., & Zenor, M. (1994). Issues in the estimation and application of latent structure models of choice. *Marketing Letters*, 5, 323-334.
43. Böckenholt, U., & Hynan, L. (1994). Differences and similarities between SI and SM: A reply to Payne and Bettman. *Journal of Behavioral Decision Making*, 7, 123-128.
42. Böckenholt, U., & Hynan, L. (1994). Caveats on a process-tracing measure and a remedy. *Journal of Behavioral Decision Making*, 7, 103-118.
41. Wedell, D., & Böckenholt, U. (1994). Contemplating single versus multiple encounters of a risky prospect. *American Journal of Psychology*, 107, 499-518.
40. Weber, E. U., Böckenholt, U., Hilton, D., & Wallace, B. (1993). Determinants of diagnostic hypothesis generation: Effects of information, base rates and experience. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 19, 1151-1164. (This paper received the 1993 Outstanding Paper Award by the Society of Medical Decision Making.)
39. Böckenholt, U. (1993). Estimating latent distributions in recurrent choices. *Psychometrika*, 58, 489-509.
38. Böckenholt, U. (1993). A latent class regression approach for the analysis of recurrent choice data. *British Journal of Mathematical and Statistical Psychology*, 46, 95-118.
37. Böckenholt, U., & Weber, E. (1993, invited). Toward a theory of hypothesis generation in diagnostic decision-making. *Investigative Radiology*, 28, 76-80.
36. Böckenholt, U. (1993). The analysis of 'pick any/n' data with no prior knowledge. *Kwantitatieve Methoden*, 42, 109-127.
35. Böckenholt, U., & Weber, E. (1992). Use of formal models in medical decision making: A survey and analysis. *Medical Decision Making*, 12, 298-306.
34. Böckenholt, U. (1992). Thurstonian models for partial ranking data. *British Journal of Mathematical and Statistical Psychology*, 45, 31-49.

33. Böckenholt, U. (1992). Loglinear representation for multivariate choice data. *Mathematical Social Sciences*, 23, 235-250.
32. Wedell, D. H. & Böckenholt, U. (1991). Effects of multiple plays on evaluations of gambles. *Bulletin of the Psychonomic Society*, 29, 530-530.
31. Böckenholt, U., & Böckenholt, I. (1991). Constrained latent class analysis: Simultaneous classification and scaling of discrete choice data. *Psychometrika*, 56, 699-716.
30. Böckenholt, U., Albert, D., Aschenbrenner, K. M., & Schmalhofer, F. (1991). The effect of attractiveness, dominance, and attribute differences on information acquisition in multi-attribute binary choice. *Organizational Behavior and Human Decision Processes*, 49, 258-281.
29. Böckenholt, U., Rendell, L., & White III, C. C. (1990). Representation and use of knowledge for decision making in human, mechanized, and ideal agents. *IEEE Transactions on Systems, Man, and Cybernetics*, 20, 293-295 (Invited Editorial).
28. Böckenholt, U., & Böckenholt, I. (1990). Modeling individual differences in unfolding preference data: A restricted latent class approach. *Applied Psychological Measurement*, 14, 257-269.
27. Böckenholt, U., & Böckenholt, I. (1990). Canonical analysis of contingency tables with linear constraints. *Psychometrika*, 55, 633-639.
26. Wedell, D. H., & Böckenholt, U. (1990). Moderation of preference reversals as a function of long-run vs. short-run perspective. *Journal of Experimental Psychology: Human Performance and Perception*, 16, 429-438.
25. Böckenholt, U. (1990) Multivariate Thurstonian models. *Psychometrika*, 55, 391-404.
24. Böckenholt, U. (1989). Analyzing optima in the exploration of multiple response surfaces. *Biometrics*, 45, 1001-1008.
23. Wasserman, S., & Böckenholt, U. (1989, invited). Bootstrapping: Applications to Psychophysiology. *Psychophysiology*, 26, 208-221.
22. Böckenholt, U. (1988). A logistic representation of multivariate paired comparison models. *Journal of Mathematical Psychology*, 32, 44-63.

Publications in Books

21. Böckenholt, U., Cruyff, M. J. L. F., van den Hout, A. & van der Heijden, P. G.. M. (in press). On the measurement of non-compliance using randomized response models. In G. R. Hancock & G. B. Macready (Eds.), *Advances in latent class analysis: A Festschrift in honor of C. Mitchell Dayton*. Charlotte, NC: Information Age Publishing, Inc.
20. Van der Heijden, P. G.. M., van den Hout, A., Cryuff, M. & Böckenholt, U. (in press). Advances in logistic regression models for randomized response data. In G. R. Hancock & G. B. Macready (Eds.), *Advances in latent class analysis: A Festschrift in honor of C. Mitchell Dayton*. Charlotte, NC: Information Age Publishing, Inc.
19. Maydeu-Olivares, A. & Böckenholt, U. (2009). Preference models. R. E. Millsap & A. Maydeu-Olivares (Eds.), *Handbook of Quantitative Methods in Psychology*. Thousand Oaks: Sage.

18. van der Heijden, P.G.M. & Böckenholt, U. (2008). Applications of randomized response methodology in e-commerce. W. Jank & G. Shmueli (Eds.), *Statistical Methods in eCommerce Research* (pp. 401–416). New York: Wiley & Sons.
17. Böckenholt, U. & Tsai, R. (2007). Random-effects models for preference data. C. R. Rao & S. Sinharay (Eds.), *Handbook of Statistics*, Vol. 26, (pp.447–468). Amsterdam: Elsevier Science.
16. Böckenholt, U. (2004). Models for paired comparisons. K. Kempf-Leonard (Ed.), *Encyclopedia of Social Measurement*, Elsevier Science Ltd., 735–740.
15. Bock, R. D. & Böckenholt, U. (2004). Nominal response models. K. Kempf-Leonard (Ed.), *Encyclopedia of Social Measurement*, Elsevier Science Ltd., 851–858
14. Böckenholt, U. (2004). Scaling of Preferential Choice. B. S. Everitt & D. C. Howell (Eds.), *Encyclopedia of Statistics in Behavioral Science*, Vol. 4. John Wiley & Sons, Ltd., pp. 1790–1794.
13. Böckenholt, U. (2001). Psychometrics: Preference models with latent variables. Smelser, N. J. & Baltes, P. B. (Eds.), *International Encyclopedia of the Social and Behavioral Sciences*, 17, Elsevier Science Ltd., pp. 11965–11969.
12. Böckenholt, U. (2001). Comparison and choice: Analyzing discrete preference data by latent class scaling models. McCutcheon, A. & Hagenars, J. (Eds.), *Advances in latent class modeling*, Cambridge University Press, pp. 163–182.
11. Böckenholt, U. (1998). Latent-class scaling models for the analysis of longitudinal choice data. Hayashi, C., Ohsumi, N., Yajima, K., Tanaka, Y., Bock, H.H., & Baba, Y. (Eds.), *Data Science, Classification and Related Methods* (pp. 518–524), New York: Springer Verlag.
10. Böckenholt, U. (1998). Modeling time-dependent preferences: Drifts in ideal points. Greenacre, M., & Blasius, J. (Eds.), *Visualization of Categorical Data* (pp.461–476). Lawrence Erlbaum Press.
9. Böckenholt, U. (1996). Concomitant variables in latent change models. In Rost, J. & Langeheine, R. (Eds.), *Applications of Latent Trait and Latent Class Models in the Social Sciences* (pp. 361–369), Waxman Publ..
8. Böckenholt, U., & Takane, Y. (1994). Linear constraints in correspondence analysis. In Greenacre, M., & Blasius, J. (Eds.), *Correspondence Analysis in the Social Sciences: Recent Developments and Applications* (pp. 112–127). London: Academic Press.
7. Böckenholt, U., & Kroeger, K. (1993). Time pressure effects in multi-attribute binary choices. In: J. Maule & O. Svenson (Eds.) *The Effects of Time Pressure and Stress in Human Judgment and Decision Making* (pp. 195–214). New York: Plenum Press.
6. Böckenholt, U. (1993). Applications of Thurstonian models to ranking data. In: Fliegner, M., & Verducci, J. (Eds.), *Probability Models and Statistical Analyses for Ranking Data* (157–172). New York: Springer.
5. Böckenholt, U. (1992). Multivariate models of preference and choice. In: G. Ashby (Ed.), *Probabilistic Multidimensional Models of Perception and Cognition* (pp. 89–113). Hillsdale: Lawrence Erlbaum.
4. Böckenholt, U. (1988). Multivariate analysis of choice behavior. In H. H. Bock (Ed.), *Classification and Related Methods of Data Analysis* (pp. 413–420). Amsterdam: North-Holland.
3. Böckenholt, U., & Böckenholt, I. (1988). A multivariate extension of probabilistic choice models. In Jansen, M. G. H., & W. H. van Schuur (Eds.) *The Many Faces of Multivariate Analysis* (pp. 240–253). Groningen: RION.

2. Aschenbrenner, K. M., Böckenholt, U., Albert, D., & Schmalhofer, F. (1986). The selection of dimensions when choosing between multi-attribute alternatives. In R. W. Scholz, (Ed.), *Issues in West German Decision-Making* (pp. 63-78). New York: Lang.
1. Böckenholt, U., Brocking, M., Ernst, G., Marten, U., & Nachreiner, F. (1981). Subjective satiation and monotony: Indices of job satisfaction? (pp. 180-192) In U. Kleinbeck and G. Ernst, (Eds.), *Zur Psychologie der Arbeitsstrukturierung*. Frankfurt: Campus.

Proceedings

Wang, A. & Böckenholt, U. (2009). The effect of social trust on consumers' memory of ads. *Advances in Consumer Research*, 36, Duluth, MN: Association for Consumer Research.

Ostinelli, M. & Böckenholt, U. (2008). When images and words don't agree, images win: The shielding effect of imagination on attitude change. In A. Y. Lee and D. Soman (Eds.), *Advances in Consumer Research*, 35, Duluth, MN: Association for Consumer Research.

Kratcholova (Aladjem), M. & Böckenholt, U. (2008). Accessibility and availability: The role of prior preferences in judgment formation. *Advances in Consumer Research*. In A. Y. Lee and D. Soman (Eds.), *Advances in Consumer Research*, 35, Duluth, MN: Association for Consumer Research.

Kim, J.-S. & Böckenholt, U. (2001). Latent ordinal Markov models of attitude change. In: L. M. Collins & A. G. Sayer (Eds.), *New methods for the analysis of change* (pp. 411-413). Washington, DC: American Psychological Association.

Böckenholt, U. (1993). Modeling heterogeneity in count data. In: R. Steyer, K. F. Wender, & K. F. Widaman (Eds.), *Psychometric Methodology. Proceedings of the 7th European Meeting of the Psychometric Society in Trier* (pp. 45 - 49). New York: Fischer Verlag.

Albert, D., Aschenbrenner, K. M., Böckenholt, U., & Schmalhofer, F. (1986). Information search and its termination in a choice situation. In: M. Amelang (Ed.), *Proceedings of the 35th Congress of the German Society of Psychology* (pp. 346-347) Göttingen: Hogrefe.

Böckenholt, U. (1985). Confidence intervals on inflection points of human growth curves. In: N. Keiding & H. Klinger (Eds.), *Growth and Repeated Measurement Designs* (pp. 4-5). Mathematisches Forschungsinstitut Oberwolfach.

Book Reviews

Böckenholt, U. (2000). Review of "Market Segmentation: Conceptual and Methodological Foundations" by M. Wedel and W. A. Kamakura. *Journal of Classification*, 17, 143-145.

Böckenholt, U. (1998). Review of "Regression Models for Categorical and Limited Dependent Variables" by J. S. Long. *Chance*, 11, 27-28.

Böckenholt, U. (1993). The 20th Meeting of the European Mathematical Psychology Group. Review of "Mathematical Psychology: Current Developments" by J. P. Doignon & J. C. Falmagne (Eds.). *Contemporary Psychology*, 135-137.

Böckenholt, U. (1989). Review of "Common Problems/Proper Solutions" by J. S. Long (Ed.). *Journal of the American Statistical Association*, 84, 619.

Böckenholt, U. (1988). Stochastic choice behavior. Review of "Stochastic Theories of Individual Choice Behavior" by Hans Colonius. *Journal of Mathematical Psychology*, 32, 350-354.

Böckenholt, U. (1988). Review of "Progress in Mathematical Psychology-I" by E. E. Roskam and R. Suck (Eds.). *Journal of Classification*, 5, 140-142.

Conference Presentations

Aladjem, M. & Böckenholt, U. (2010, June). *I Like Thee! Let Me Count the Ways—Oh, I Like Thee Even More!: On the role of attitude strength in consumer judgment*. Marketing Science Conference, Köln, Germany.

Roux, C. & Böckenholt, U. (2010, May). *The effects of hypotheticality and self-activation on the predictive accuracy of attitudes and behavioral intentions*. AMA and Public Policy Conference. Denver, CO.

Roux, C. & Böckenholt, U. (2010, February). *Measure what I do, not what I say: On the predictive accuracy of attitudes and behavioral intentions*. Society of Consumer Psychology, St. Pete Beach, FL.

Ostinelli, M. & Böckenholt, U. (2009, October). *Unleashing imagination priming: Prompting and facilitating effects of the imagery mindset* Association of Consumer Research, Pittsburgh, PA.

Böckenholt, U. (2009, June). *More valid and more reliable: Tree models for the analysis of self-reports*. Marketing Science Conference, Ann Arbor, MI.

Aladjem, M. & Böckenholt, U. (2009, June). *When more choice is more: On the impact of attitude strength on decision processes*. Marketing Science Conference, Ann Arbor, MI.

Aladjem, M. & Böckenholt, U. (2009, February). *I like thee! Let me count the ways... Oh, I like thee even more!: On the role of attitude strength in consumer judgments*. Society for Consumer Psychology Conference, San Diego, CA.

Ostinelli, M. & Böckenholt, U. (2008, February). *Unleashing imagination through imagery mindsets: Dispositional and facilitating effects*. Society for Consumer Psychology Conference, New Orleans, LA.

Böckenholt (2007, November). *Being nice or honest: How to get more truthful answers in online studies*. Association of Consumer Research, Preconference on E-commerce, Memphis.

van der Heijden, P. & Böckenholt, U. (2006, August). *A log-linear model to estimate cheating in randomized response data*. COMPSTAT 2006. Rome, Italy.

Cruyff, M., van der Heijden, P. & Böckenholt, U. (2006, July). *The analysis of randomized response sum scores*. 25th Biennial Meeting of the Society of Multivariate Analyses in the Behavioral Sciences. Budapest, Hungary.

van der Heijden, P. & Böckenholt, U. (2006, June). *A log-linear model to estimate cheating in randomized response data*. 71th International Meeting of the Psychometric Society. Montreal, Canada.

Ebbes, P. & Böckenholt, U. (2006, June). *A new approach accounting for general regressor-error dependencies in two-level models with an application to estimating the effect of student and school characteristics on test scores*. 71th International Meeting of the Psychometric Society. Montreal, Canada.

Böckenholt, U. & van der Heijden, P. (2005, July). *Estimating different forms of cheating in the randomized response design using the latent class and the Rasch model*. 70th International Meeting of the Psychometric Society. Tilburg, Netherlands.

- Ebbes, P., Böckenholt, U., & Wedel, M. (2005, July). *Exogeneity of regressors in multilevel models*. 70th International Meeting of the Psychometric Society. Tilburg, Netherlands.
- Böckenholt, U. & Desmeules, R. (2005, June). *Emotion in trust: A new paradigm for evaluating trust in human-computer interactions*. Marketing Science Conference, 2005. Atlanta, U.S.A.
- Böckenholt, U. & van der Heijden, P. (2004, July). *Measuring noncompliance in insurance benefit regulations with randomized response methods for multiple items*. 19th International Workshop on Statistical Modeling. Florence, Italy.
- Böckenholt, U. (2004, June). *Measuring the dark side of consumer behavior: Non-compliance, cheating, and rational choice*. Marketing Science Conference, 2004. Rotterdam, Canada.
- Ebbes, P., Böckenholt, U., & Wedel, M. (2004, June). *Solving and testing for endogeneity without having instrumental variables at hand*. Marketing Science Conference, 2004. Rotterdam, Netherlands.
- Böckenholt, U. (2003, October). *The adaptive and less adaptive impact of visceral and cognitive facets of emotional experience*. Discussion presented at the Annual Meeting of the Association for Consumer Research. Toronto, Canada.
- Böckenholt, U. (2001, July). *Bayesian estimation of complex random effects models subject to prior theory constraints and person-specific scale usage bias*. International Meeting of the Psychometric Society. Osaka University. Japan.
- Böckenholt, U. (1999, July). *Mixed-effects analyses of rank-ordered data*. Meeting of the European Psychometric Society. University of Lüneburg. Germany.
- Kim, J.-S., & Böckenholt, U. (1998, October). *A latent ordinal Markov model for attitude change*. Symposium on New Methods for the Analysis of Change. Penn State University, State College.
- Anderson, C., & Böckenholt, U. (1998, June). *RC(M) regression models with fixed and random effects*. Annual Meeting of the Psychometric Society. Champaign-Urbana.
- Anderson, C., & Böckenholt, U. (1996, June). *Individual level RC(M) association models with covariates*. Annual Meeting of the Psychometric Society. Banff, Alberta, Canada.
- Kai-Ping Grace Yao & Böckenholt, U. (1996, June). *Assessing the fit of Thurstonian ranking models: A comparison of posterior predictive checks and likelihood ratio tests*. Annual Meeting of the Psychometric Society. Banff, Alberta, Canada.
- van der Heijden, P., Dessens, J., & Böckenholt, U. (1995, July). *Incorporating continuous explanatory variables in latent class analysis*. 9th Meeting of the European Psychometric Society. University of Leiden, Netherlands.
- Vermunt, J.k., Langeheine, R., & Böckenholt, U. (1995, July). *Discrete-time, discrete-state latent Markov models for time-constant and time-varying covariates*. 9th Meeting of the European Psychometric Society. University of Leiden, Netherlands.
- Böckenholt, U. (1995, July). *Modeling within-subject dependencies in ordinal paired comparison data*. 9th Meeting of the European Psychometric Society. University of Leiden, Netherlands.
- Böckenholt, U. (1994, June). *Concomitant variables in latent change models*. Annual Meeting of the Psychometric Society. University of Illinois, Urbana-Champaign.
- Böckenholt, U. (1993, September). *Latent class models for time-dependent choice data*. First Meeting of the Society for Methodology in Psychology, Kiel, Germany.

- van Duijn, M., & Böckenholt, U. (1993, June). *Choosing the latent variable distribution: An application to a spelling data set*. Annual Meeting of the Psychometric Society. University of California, Berkeley.
- Weber, E. U. & Böckenholt, U. (1992, November). *A conflict model of confidence*. Annual Psychonomic Society Meeting, St. Louis.
- Wedell, D., & Böckenholt, U. (1991, November). *Effects of multiple plays on evaluations of gambles*. Annual Psychonomic Society Meeting, San Francisco.
- Böckenholt, U. (1991, July). *Modeling heterogeneity in count data*. 7th European Meeting of the Psychometric Society, Trier, Germany.
- Böckenholt, U. (1991, June). *Modeling recurrent choices*. Annual Meeting of the Psychometric Society, Princeton.
- Böckenholt, U. (1990, July). *Thurstonian models for ranking data*. Annual Meeting of the Psychometric Society, Princeton.
- Böckenholt, U. (1990, July). *Latent class analysis under order constraints*. Annual Meeting of the Classification Society, Utah State University, Logan.
- Böckenholt, I., & Böckenholt, U. (1990, February). *Recent results of a new approach to market structuring: Constrained latent class analysis*. 1990 Marketing Science Conference, University of Illinois, Champaign-Urbana.
- Böckenholt, U. (1989, August). *Residual scaling of paired comparison and stimulus recognition data*. Twenty-Second Annual Meeting of the Society for Mathematical Psychology. University of California, Irvine.
- Böckenholt, U. (1989, July). *Simultaneous classification and scaling: A restricted latent class approach*. Annual Meeting of the Psychometric Society, UCLA, Los Angeles.
- Böckenholt, U. (1988, December). *A multivariate extension of probabilistic choice models*. Society for the Multivariate Analysis in the Behavioral Sciences. University of Groningen. Netherlands.
- Böckenholt, U. (1988, August). *A general framework for the analysis of multivariate paired-comparison data*. Twenty-First Annual Meeting of the Society for Mathematical Psychology. Northwestern University, Evanston.
- Böckenholt, U. (1988, June). *A multivariate extension of probabilistic choice models*. Annual Meeting of the Psychometric Society, UCLA, Los Angeles.
- Böckenholt, U. (1988, June). *Strategy selection under the influence of knowledge*. Illinois Interdisciplinary Workshop on Decision Making, University of Illinois, Urbana-Champaign.
- Böckenholt, U. (1987, August). *Multivariate analysis of choice behavior*. Twentieth Annual Meeting of the Society for Mathematical Psychology. University of California, Berkeley.
- Böckenholt, U. (1987, July). *A logistic representation of multivariate paired comparison models*. First Conference of the International Federation of Classification Societies. University of Aachen, F.R.G.
- Böckenholt, U. (1986, April). *Random walk models for sequential decision-making*. Annual Meeting of Experimental Psychologists, University of Saarbrücken, F.R.G.

Böckenholt, U. (1985, July). *Confidence bands for item response functions*. Fourth Annual Meeting of the Psychometric and Classification Societies, Queens College, Cambridge University, U.K.

Böckenholt, U. (1985, July). *Multivariate response surface analysis of consumer preference data*. Annual Meeting of German Classification Society, University of Karlsruhe, F.R.G.

Böckenholt, U. (1985, April). *Evaluation of response surface designs for binary data*. Annual Meeting of Experimental Psychologists, University of Wuppertal, F.R.G.

Invited Presentations

- 11/11 University of Chicago.
- 03/11 University of Mannheim, Germany.
- 12/10 Wharton School of Business.
- 07/10 University of Karlsruhe, Germany.
- 12/08 University of Leuven, Belgium.
- 12/08 University of Zürich, Switzerland.
- 09/08 German Society of Statistics, University of Cologne, Germany.
- 09/08 University of Mannheim, Germany.
- 09/08 Northwestern Marketing Research Camp.
- 09/07 German Society of Psychology – Methodology Meeting, University of Giessen, Germany.
- 09/07 EMPG38, University of Luxembourg, Luxembourg.
- 07/07 IMPS 2007 Meeting, Tokyo, Japan.
- 07/07 Academia Sinica, Taipei, Taiwan.
- 07/06 Presidential Address, EAM/SMABS Meeting, Budapest, Hungary.
- 06/06 Presidential Address, IMPS 2006 Meeting, Montreal, Canada
- 04/05 Penn State University, Pennsylvania.
- 04/05 Columbia University, New York.
- 11/04 HEC, Montreal, Canada.
- 07/04 University of Davis, CA.
- 10/03 Tilburg University, Netherlands.
- 10/03 Utrecht University, Netherlands
- 11/02 Department of Psychology, University of Leuven, Belgium.
- 10/02 Department of Education and Psychology, University of Kiel, Germany.
- 04/02 Economics and Business Administration, Tilburg University, Netherlands.
- 03/02 Marketing Department, Wageningen University, Netherlands.

- 11/01 Rotterdam School of Management, Netherlands.
- 05/01 Dept. of Management, McGill University, Canada.
- 08/00 Random Utility 2000 Workshop, Fuqua School of Business, Duke University.
- 01/00 Dept. of Psychology, University of California, Berkeley.
- 10/99 SOM, University of Groningen, Netherlands.
- 10/97 University of Illinois at Chicago, School of Public Health.
- 03/97 National Opinion Research Center. University of Cologne, Germany.
- 01/97 Department of Psychology. University of Halle, Germany.
- 07/96 Invitational Symposium on Choice Modeling and Behavior. Columbia University, New York.
- 03/96 Dept. of Psychology, National Taiwan University. Taipei, Taiwan.
- 03/96 International Federation of Classification Societies '96. Kobe, Japan.
- 02/96 National Opinion Research Center University of Mannheim, Germany.
- 06/95 School of Business, University of Karlsruhe, Germany.
- 06/95 National Opinion Research Center (ZUMA). University of Mannheim, Germany.
- 05/95 Symposium on "Visualization of Categorical Data." University of Cologne.
- 04/95 Annual Meeting of Dutch Classification Society, University of Groningen, Netherlands.
- 03/95 University of Groningen, Dept. of Statistics and Measurement Theory.
- 10/94 SMU-Cox School of Business and Statistics Department
- 05/94 IPN Symposium on "Applications of Latent Trait and Latent Class Models in the Social Sciences", University of Kiel, Germany.
- 09/93 University of Groningen, Netherlands.
- 07/93 Duke Invitational Symposium on Choice Modeling and Behavior. Duke, Fuqua School of Business.
- 01/93 Dept. of Psychology, McGill University, Canada.
- 07/92 Annual Meeting of the Psychometric Society, Columbus.
- 11/90 Ohio State University, School of Business.
- 06/90 AMS-SIAM conference on "Probability Models and Statistical Analyses for Ranking Data," University of Massachusetts, Amherst.
- 05/90 Third International Conference on Judgment and Decision Making, Nag Heads.
- 12/89 University of Chicago, Department of Psychology.
- 03/89 Philip Morris Research Center, Richmond.
- 06/88 Illinois Interdisciplinary Workshop on Decision Making, University of Illinois, Urbana-Champaign.

- 03/88 University of Chicago, Department of Psychology.
- 04/87 Purdue University, Department of Psychology.
- 02/87 University of Chicago, Department of Psychology.
- 02/86 "Medical Statistics: Growth and Repeated Measurement Design", Research Institute for Mathematics and Statistics, Oberwolfach.

Grants

- 04/08-03/11 Principal Investigator: *Agent-Based and Functional-Data Choice Modeling*. SSHRC.
- 02/08-02/10 Co-Principal Investigator: *Translating knowledge-to-Action into a Partnership with Public Health organizations to Stop Childhood Obesity: A Cross-Disciplinary, Multi-Level, Multi-Sector Approach to Conceptual and Empirical Development*. CIHR - KTA.
- 07/07-06/10 Co-Principal Investigator: *Social Capital, Social Networks, and Healthy Aging*. CIHR.
- 05/07-04/10 Co-Principal Investigator: *Neighborhood Environments, Organizational Characteristics, and Citizen Participation: A Multilevel, Micro-Area Analysis*. SSHRC.
- 04/07-03/10 Principal Investigator: *Emotion in Trust for Computer-Mediated Choices*. SSHRC.
- 05/05-04/09 Co-Principal Investigator: *Foundational Work for Web-Supported Self-Management of Impulse Eating: Neurobiological and Multi-Level Risk Factors*. Fonds de la Recherche en Sante.
- 04/04-03/07 Principal Investigator: *Randomized Response Methods to Protect Online and Offline Privacy: Modeling and Experimental Approaches*. SSHRC.
- 04/03-03/06 Co-Principal Investigator: *Turning temporary salient health threats into catalysts for healthier lifestyle: The case of women with a benign outcome to breast cancer screening*. CIHR.
- 07/03-06/10 Canada Research Chair in E-Marketing and Infrastructure Fund: *Inter-University Centre for Research on E-Commerce*. SSHRC & CFI.
- 07/00-07/03 University Scholar Grant for excellence in research and teaching at UIUC (Office of the President).
- 04/98-04/01 Principal Investigator: *Two-Stage Random Coefficient Models for Multivariate Discrete-Valued Data*. (NSF: Math., Meas., & Statistics).
- 08/94-08/97 Principal Investigator: *Dynamic Latent-Structure Models for Intertemporal Choice Data*. (NSF: Math., Meas., & Statistics).
- 11/92-08/93 Principal Investigator: *Structural Analysis of the MBTI: On the Existence of a Discrete vs. a Dimensional Representation*. (MBTI Research Fund).
- 01/90-09/91 Co-Principal Investigator: *Evaluating Probabilistic Alternatives for Unique and Multiple Occurring Events*. (NSF: DRMS)
- 06/89-06/90 Principal Investigator: *Probabilistic Modeling of Multiattribute Choice Heuristics*. (University of Illinois Research Board)
- 09/87-09/88 Principal Investigator: *Dynamic Decision Models in Medical Diagnosis*. (University of Illinois Research Board)

05/87-05/88 Principal Investigator: *Information Acquisition in Medical Decision Making*. (NIMH)

02/87-03/88 Principal Investigator: *Modeling Sequential Judgment and Choice Processes*. (University of Illinois Research Board).

Current Research Topics

Functional data analysis of agent-based models with auction and social choice applications.

Statistical treatments of self-protective (e.g., socially desirable) self-reports.

The influence of attitude strength and valence on metacognitions.

Memory, learning, and decision-making under (mis)trust.

Imagery-inviting appeals and persuasion.

Courses

Multilevel Modeling, Ph.D.

Multivariate Methods, Ph.D.

Multivariate Discrete Data, Ph.D.

Latent-Trait and Latent-Class Models, Ph.D.

Uni- and Multidimensional Scaling, Ph.D.

Structural Equation Modeling, Ph.D.

Behavioral Decision Making, Ph.D.

Mathematical Formulations in Psychological Theories, Undergraduate

Introductory Statistics, Undergraduate

Experimental Design and Applied Regression Methods I, II, Undergraduate

Consumer Behavior, Undergraduate

Buyer Behavior, MBA

Empirical Tools for Marketing Strategy, MBA

Service

Service to Professional Associations

Psychometric Society

President-Elect, President and Past President, 2004 – 2007

Editor, *Psychometrika*, 1999–2003;

Associate Editor, *Psychometrika*: 1995–1999, 2003–;

Member of Editorial Council, 2003–2004

Board of Trustees, 2003–2007

Chair of Dissertation Price Committee 2006, 2007

Editorial Board, *Marketing Science*, 2007–2010

Editorial Board, *Journal of Educational and Behavioral Statistics*, 2010–

Associate Editor, *Journal of Mathematical Psychology*, 2004–2009

Consulting Editor, *Journal of Mathematical Psychology*, 2010–

Review Editor, *Frontiers in Quantitative Psychology and Measurement*, 2010–

Associate Editor, *Methods of Psychological Research - online*, 1998–2004

Special Issue Editor of *IEEE Transactions on Systems, Men, and Cybernets*, 1990.

Member of Advisory Panel for Methodology, Measurement and Statistics (National Science Foundation), 1997–1998.

Member of Award Committee of Interuniversity Graduate School of Psychometrics and Sociometrics, 2006, 2007, 2009, 2010

Conference Organization

Chair of Annual IMPS Meeting in Montreal, 2006

Member of Program Committee for Annual IMPS Meetings, 2002–

Member of Scientific Program Committee for International Workshop on Statistical Modeling, Utrecht, Netherlands, 2008.

McGill University

Ph.D. Program Director, Desautels Faculty of Management, September 2005 – August 2006

Interim Associate Dean - Academic, Desautels Faculty of Management, January 2005 – August 2005

(Founding) Director of Behavioral Lab, 2005– <http://esocialab.mcgill.ca/>

Area leader “Applied Microeconomics and Experimental Economics”, CIREQ (Center for Interuniversity Research and Quantitative Economics, Montreal), 2003–

Various committees including University tenure committee, Chair of Senior Promotion and Appointment Committee, Chair of Academic Program Review, Chair of Academic Performance Committee, Research Committee.