
Gráinne M. Fitzsimons

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Biographical Information

Education

Ph.D., Psychology, New York University, 2004
Major Area: Social Psychology; Minor Area: Quantitative Psychology
M.A., Psychology, New York University, 2002
B.A. (Honors, first class), Psychology, McGill University, 1999

Academic Appointments

Canada Research Chair in Social Cognition, University of Waterloo, 2005-present
Assistant Professor of Marketing, Stanford Graduate School of Business, 2004-2005

Awards, Honors, & Grants

Post-Doctoral

SAGE Young Scholars Award, Foundation for Personality and Social Psychology, 2010, \$5000
Caryl E. Rusbult Young Investigator Award, Relationship Researchers' Interest Group, 2010
SSHRC Standard Research Grant, 2009-2012, \$112,000
Canada Research Chair, Tier 2 Award, 2005-2010
Canadian Foundation for Innovation Grant, 2007-2010, \$126,750
Ontario Distinguished Researcher Award, 2007-2010, \$126,750
SSHRC Standard Research Grant, 2006-2009, \$99,000

Pre-Doctoral

SPSP Student Publication Award, Honorable Mention, 2004
Stuart Cook Award for Graduate Research in Psychology, New York University, 2004
Master Graduate Student Teacher, New York University, 2003-2004
Dean's Outstanding Teaching Award, New York University, 2002-2003
SSHRC Doctoral Fellowship, 2001 - 2005
Henry MacCracken Fellowship, NYU, 2000-2005

Publications

Journal Articles

- 1) Fitzsimons, G. M., & Finkel, E. J. (in press). Interpersonal influences on self-regulation. *Current Directions in Psychological Science*.
- 2) Stinson, D.A., Logel, C., Holmes, J.G., Wood, J.V., Hogle, A., Gaucher, D., Fitzsimons, G., & Kath, J. (in press). The regulatory function of self-esteem: Testing the epistemic and acceptance signaling systems. *Journal of Personality and Social Psychology*.
- 3) Cavallo, J. C., Fitzsimons, G.M., & Holmes, J. G. (2010). When self-protection overreaches: Relationship-specific threat activates domain-general avoidance motivation. *Journal of Experimental Social Psychology, 48*, 1-8.
- 4) Fitzsimons, G. M. & Fishbach, A. (2010). Shifting closeness: Interpersonal effects of personal goal progress. *Journal of Personality and Social Psychology, 98*, 535-549.
- 5) Cavallo, J. C., Fitzsimons, G. M., & Holmes, J. G. (2009). Taking chances in the face of threat: Romantic risk regulation and approach motivation. *Personality and Social Psychology Bulletin, 35*, 737-751.
- 6) Fitzsimons, G. M., & Shah, J. Y. (2009). Confusing one instrumental other for another: Goal effects on social categorization. *Psychological Science, 20*, 1468-1472.
- 7) Bargh, J. A, Green, M., & Fitzsimons, G. M. (2008). The selfish goal: Unintended consequences of intended goal pursuits. *Social Cognition, 26*, 534-554.
- 8) Berger, J. M., & Fitzsimons, G. M. (2008). Why coastal dwellers may prefer Tide: The effects of indirect environmental cues on evaluation and choice. *Journal of Marketing Research, 45*, 1-14. (Lead Article).
- 9) Chartrand, T. L., Fitzsimons, G. M., & Fitzsimons, G. J. (2008). Automatic effects of anthropomorphized objects on behavior. *Social Cognition, 26*, 199-208.
- 10) Fitzsimons, G. M., Chartrand, T. L., & Fitzsimons, G. J. (2008). Automatic effects of brand exposure on motivated behavior: How Apple makes you "think different." *Journal of Consumer Research, 35*, 21-35.
- 11) Fitzsimons, G. M. & Shah, J. (2008). How goal instrumentality shapes relationship evaluations. *Journal of Personality & Social Psychology, 95*, 319-337.
- 12) Gillath, O., Mikulincer, M, Fitzsimons, G. M., Shaver, P.R., Schachner, D. M., & Bargh, J. A. (2006). Multiple accessible working models of attachment and automatic goal pursuit. *Personality & Social Psychology Bulletin, 32*, 1375-1388.

- 13) Baldwin, M., Baccus, J., & Fitzsimons, G. M. (2004). Gender, self-esteem, and the automatic processing of if-then contingencies. *Self & Identity*, 3, 81-94.
- 14) Fitzsimons, G. M. & Kay, A. C. (2004). Language and interpersonal cognition: Causal effects of variations in pronoun usage on perceptions of closeness. *Personality & Social Psychology Bulletin*, 30, 547-557.
- 15) Fitzsimons, G. M. & Bargh, J. A. (2003). Thinking of you: Nonconscious pursuit of interpersonal goals associated with relationship partners. *Journal of Personality and Social Psychology*, 84, 148-164.
- 16) Lydon, J. E., Fitzsimons, G. M., & Naidoo, L. (2003). Devaluation versus enhancement: A critical test. *Personality & Social Psychology Bulletin*, 29, 349-359.
- 17) Bargh, J. A., McKenna, K., & Fitzsimons, G. M. (2002). Can you see the real me? Activation and expression of the "true self" on the internet. *Journal of Social Issues*, 58, 33-48.

Book Chapters

- 18) Cavallo, J. C., & Fitzsimons, G. M. (forthcoming). Inter-goal dynamics. In H. Aarts & A. J. Elliot (Eds.), *Goal-directed behavior. Frontiers in social psychology series*. New York, NY: Psychology Press/Taylor & Francis.
- 19) Finkel, E.J. & Fitzsimons, G. M. (in press). Effects of interpersonal relationships on self-regulation. In K. D. Vohs & R. F. Baumeister (Eds.), *Handbook of self-regulation*, 2nd Edition.
- 20) Fitzsimons, G. M., & Anderson, J. E. (forthcoming). Relational cognition. In D. Carlson (Ed.), *Handbook of social cognition*. London: Oxford Press.
- 21) Fitzsimons, G. M., & Anderson, J. E. (forthcoming). Interdependent goals and relationship conflict. In J. P. Forgas, A. W. Kruglanski, & K. D. Williams (Eds.), *Social conflict and aggression*. New York, NY: Psychology Press.
- 22) Fitzsimons, G. M., & Finkel, E. J. (in press). Effects of self-regulation on interpersonal relationships. In K. D. Vohs & R. F. Baumeister (Eds.), *Handbook of self-regulation*, 2nd Edition.
- 23) Fitzsimons, G. M., & Finkel, E. J. (forthcoming). Sharing motivation and self-control within close relationships. In L. Campbell & J. Laguardia (Eds.), *Science of the couple: The Ontario symposium*.
- 24) Fitzsimons, G. M. (2009). Goal influences in relationships. In H. Reis & S. Sprecher (Eds.), *Encyclopedia of human relationships*. Sage Publications, New York.
- 25) Fitzsimons, G. M., Friesen, J., Orehek, E., & Kruglanski, A.W. (2009). Progress-induced goal-shifting. In J. P. Forgas, R. F. Baumeister, & D. M. Tice (Eds.), *Self-regulation: Cognitive, affective, and motivational processes*. (pp. 181-194). New York: Psychology Press.

- 26) Chen, S., Andersen, S. M., & Fitzsimons, G. M. (2007). Automaticity in interpersonal relationships. In J. A. Bargh (Ed.), *Social psychology and the unconscious: The automaticity of higher mental processes* (pp. 133-172). Philadelphia, PA: Psychology Press.
- 27) Fitzsimons, G. M. (2006). Pursuing goals and perceiving others: A self-regulatory perspective on interpersonal relationships. In K. D. Vohs & E. J. Finkel (Eds.), *Intrapersonal and interpersonal processes* (pp. 32-53). New York: Guilford Press.
- 28) Fitzsimons, G. M., Shah, J., Chartrand, T. L., & Bargh, J. A. (2005). Friends and neighbors; Goals and labors: Interpersonal and self-regulation. In M. Baldwin (Ed.), *Interpersonal cognition* (pp. 103-125). New York: Guilford Press.
- 29) Fitzsimons, G. M. & Bargh, J. A. (2004). Automatic self-regulation. In Baumeister, R. F., & Vohs, K. D. (Eds.), *Handbook of self-regulation: Research, theory, and applications* (pp. 151-170). New York: Guilford Press.
- 30) Jost, J. T., Fitzsimons, G. M., & Kay, A. C. (2004). The ideological animal: A comparison of system justification, terror management, and just world theories. In J. Greenberg, S. L. Koole, & T. Pyszczynski (Eds.), *Handbook of experimental existential psychology* (pp. 263-282). New York: Guilford Press.
- 31) Bargh, J. A., Fitzsimons, G. M., & McKenna, K. (2002). The self, online. In S. J. Spencer, S. Fein, M. P. Zanna, & J. Olson (Eds.), *Motivated social perception: The Ontario symposium* (pp. 195-214). Mahwah, NJ: Lawrence Erlbaum.

Manuscripts Under Review or Revision

- 32) Anderson, J. E., Kay, A. C., & Fitzsimons, G. M. (under review). In search of the silver lining: The justice motive fosters perceptions of positive outcomes for victims of tragedy. *Psychological Science*.
- 33) Dalton, A., Fitzsimons, G.M., Chartrand, T.L., & Fitzsimons, G.J. (revising for resubmission). Brands as self-expression vehicles: Valuing brands we want to be like and devaluing those we don't. *Journal of Consumer Research*.
- 34) Herbst, K., Allan, D., Finkel, E.J., & Fitzsimons, G. M. (revising for resubmission). On the dangers of pulling a fast one: Effects of disclaimer speed on brand trust. *Journal of Consumer Research*.
- 35) Laurin, K., Fitzsimons, G. M., & Kay, A. C. (revising for resubmission). Social status and the self-regulatory function of justice beliefs. *Journal of Personality and Social Psychology*.
- 36) Luchies, L.B., Finkel, E.J., & Fitzsimons, G.M. (under review). The effects of self-regulatory strength, content, and strategies on close relationships. *Journal of Personality*.

Manuscripts in Preparation

- 37) Fitzsimons, G. M., Chua, S. N., & Holmes, J. G. *The role of affect in resolving goal conflict.*
- 38) Fitzsimons, G. M., & Finkel, E. J. *Outsourcing self-regulation to close others.*
- 39) Gunz, A., Sahdra, B., Holmes, J.G., Fitzsimons, G.M., & Kunda, Z. *The nonconscious pursuit of interpersonal goals: When stereotypes serve as relational schemas.*
- 40) McCullough, K.C., Fitzsimons, G. M., & Chua, S.N. *Vicarious goal satisfaction.*
- 41) Orehek, E., Fitzsimons, G.M., & Kruglanski, A. W. *Locomotion and goal fulfillment.*
- 42) Laurin, K., Kay, A. C., & Fitzsimons, G. M. *Effects of activating thoughts of God on self-regulation.*

Presentations

Conference Presentations: Symposia and Papers

- 1) Fitzsimons, G. M. (January, 2010). Self-Regulation in Close Relationships. Award Address, *Annual Meeting of the Relationships Researchers Interest Group*, Las Vegas, NV.
- 2) Fitzsimons, G. M. (October, 2009). Vicarious Goal Pursuit: Achieving through Others. Symposium Presentation, *Society of Experimental Social Psychology*, Portland, ME.
- 3) Fitzsimons, G. M. (August, 2009). Outsourcing Self Control to Significant Others. Symposium Presentation, *Academy of Management*, Chicago, IL.
- 4) Fitzsimons, G. M. (August, 2009). Demotivating Effects of Instrumental Others. Paper Presentation, *Ontario Symposium: The Science of the Couple*, London, ON, Canada.
- 5) Fitzsimons, G. M. (May, 2009). Goal Coordination. Symposium Presentation, *Annual Meeting of Society for the Study of Motivation*, San Francisco, CA.
- 6) Fitzsimons, G. M. (May, 2009). Consequences of Linking Personal Goals to Interpersonal Relationships. Symposium Presentation, *American Psychological Society*, San Francisco, CA.
- 7) Cavallo, J.V., Fitzsimons, G.M., & Holmes, J.G. (February, 2009). Risk Regulation in Relationships. Symposium Presentation, *Society for Personality and Social Psychology*, Tampa, FL.
- 8) Fitzsimons, G. M. (February, 2009). Affective Consequences of Goal Conflict. Symposium Presentation, *Society for Personality and Social Psychology*, Tampa, FL.
- 9) Fitzsimons, G. M. (February, 2009). Goal Coordination. Symposium Presentation, *Self & Identity Preconference, Society for Personality and Social Psychology*, Tampa, FL.

- 10) Fitzsimons, G. M. (October, 2008). Affective Consequences of Goal Conflict. Symposium Presentation, *Association for Consumer Research*, San Francisco, CA.
- 11) Cavallo, J. V., Fitzsimons, G.M., & Holmes. J.G. (July, 2008). Risk Regulation in Romantic Relationships. Symposium Presentation, *International Association for Relationships Research*, Providence, RI.
- 12) Fitzsimons, G. M. (March, 2008). Locomotion and Progress in Goal Systems. Paper Presentation, *Annual Sydney Symposium in Social Psychology*, Sydney, Australia.
- 13) Fitzsimons, G.M. (October, 2007). The Interpersonal Impact of Personal Goal Pursuits. Symposium Presentation, *Society for Experimental Social Psychology*, Chicago, IL.
- 14) Fitzsimons, G.M. (June, 2007). Relational Consequences of Self-Regulation. Symposium Presentation, *Canadian Psychological Association*, Ottawa, Canada.
- 15) Fitzsimons, G. M. Shifting Goal Systems. (January, 2007). Symposium Presentation, *Society for Personality and Social Psychology*, Memphis, TN.
- 16) Fitzsimons, G. M. Progress and Goal Switching. (January, 2006). Invited Talk, *Annual Meeting of the International Society for Social Cognition*, Palm Springs, CA.
- 17) Berger, J., & Fitzsimons, G. M. (February, 2006). Why Coastal Dwellers May Prefer Tide: The Effect of Environmental Cues on Choice. *Society for Consumer Psychology*, Miami, FL.
- 18) Fitzsimons, G.M., Shah, J. W., & Bargh, J. A. (October, 2005). Interpersonal Consequences of Automatic Goals. Symposium, *Society for Experimental Social Psychology*, San Diego, CA.
- 19) Fitzsimons, G. M., & Shah, J. W. (January, 2005). Implicit Role of Interpersonal Relationships in Self-Regulation. Symposium, *Society for Personality and Social Psychology*, New Orleans, LA.
- 20) Fitzsimons, G. M. (June, 2004). Effects of Goals on Relationships. Invited Paper Presentation, *Duck Annual Invitational Conference on Social Cognition*, Duck, NC.
- 21) Fitzsimons, G. M. & Bargh, J. A. (February, 2004). Automatic Goal Pursuit in Close Relationships. Symposium Presentation, *Society for Personality and Social Psychology*, Austin, TX.
- 22) Shah, J. & Fitzsimons, G. M. (February, 2004). The Self Regulatory Function of Relationships. Symposium Presentation, *Society for Personality and Social Psychology*, Austin, TX.
- 23) Gillath, O., Mikulincer, M., Shaver, P.R., Schachner, D. A., & Fitzsimons, G. M. (February, 2004). Automatic Activation of Attachment-Related Goals: The Case of Self-Disclosure and Support Seeking. Symposium Presentation, *Society for Personality and Social Psychology*, Austin, TX.

- 24) Fitzsimons, G. M. & Bargh, J. A. (October, 2003). The Development of Associations between Self Motives and Significant Others. Symposium Presentation, *Society for Experimental Social Psychology*, Boston, MA.
- 25) Fitzsimons, G. M., Chartrand, T. L., & Fitzsimons, G. J. (October, 2003). Automatic Effects of Exposure to Anthropomorphized Objects on Behavior. Symposium Presentation, *Association of Consumer Research Conference*, Toronto, Canada.
- 26) Fitzsimons, G. M., Chartrand, T. L., & Fitzsimons, G. J. (June, 2003). Automatic Effects of Exposure to Anthropomorphized Objects on Behavior. Symposium Presentation, *European Association of Consumer Research Conference*, Dublin, Ireland.
- 27) Baldwin, M. & Fitzsimons, G. M. (February, 2000). Gender, Self-esteem, and the Automaticity of Interpersonal Expectations. Symposium Presentation, *Society for Personality and Social Psychology*, Nashville, TN.

Invited Talks

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| University of Chicago Booth School of Business | Chicago, IL | May 2010 |
| University of Otago | Dunedin, New Zealand | Mar 2010 |
| Stanford Graduate School of Business | Stanford, CA | Apr 2009 |
| Harvard Business School | Cambridge, MA | Mar 2009 |
| UC Santa Barbara | Santa Barbara, CA | Mar 2009 |
| Duke University Fuqua School of Business | Durham, NC | Feb 2009 |
| Radboud Universiteit Nijmegen | The Netherlands | Jan 2009 |
| Ohio State University | Columbus, OH | Oct 2009 |
| University of Toronto Rotman School of Business | Toronto, ON | Mar 2007 |
| York University | Toronto, ON | Nov 2006 |
| SUNY-Buffalo | Buffalo, NY | Mar 2006 |
| Willfrid-Laurier | Waterloo, ON | Feb 2006 |
| University of Wisconsin-Madison | Madison, WI | Dec 2004 |
| University of Waterloo | Waterloo, ON | Nov 2004 |
| Stanford University | Stanford, CA | Oct 2004 |
| University of Chicago Booth School of Business | Chicago, IL | Oct 2004 |
| University of Pennsylvania Wharton School of Business | Philadelphia, PA | Sept 2004 |
| Northwestern University Kellogg School of Business | Chicago, IL | Mar 2004 |
| Yale University | New Haven, CT | Feb 2004 |
| UC Davis | Davis, CA | Jan 2004 |
| University of British Columbia | Vancouver, BC | Nov 2003 |
| Stanford University Graduate School of Business | Stanford, CA | Sept 2003 |

Professional Service

2010: **Member, Program Committee**, Society for Personality and Social Psychology (SPSP)
2010: **Member, Federal Standard Research Grant Panel**, Social Sciences and Humanities Research Council of Canada (SSHRC)
2008 & 2009: **Co-organizer** (with John Holmes and Eli Finkel), Attraction and Close Relationships Preconference for annual meeting, Society for Experimental Social Psychology (SESP)

Grant Reviewer: Canada Foundation for Innovation; National Institute for Mental Health; National Science Foundation; Social Sciences and Humanities Research Council of Canada

Editorial Board Member: Journal of Experimental Social Psychology; Personal Relationships ; Personality and Social Psychology Bulletin

Ad-hoc Reviewer:

Basic & Applied Social Psychology
British Journal of Social Psychology
Developmental Psychology
Emotion
European Journal of Personality
European Journal of Social Psychology
Journal of Consumer Research
Journal of Experimental Psychology: General
Journal of Marketing Research
Journal of Personality
Journal of Personality & Social Psychology
Journal of Social & Clinical Psychology
Psychological Review
Psychological Science
Self & Identity
Social Cognition