

ROGER BUEHLER
CURRICULUM VITAE
(April, 2018)

CONTACT INFORMATION

Department of Psychology
Wilfrid Laurier University
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PERSONAL INFORMATION

Birthdate: April 16, 1964
Marital Status: Married
Citizenship: Canadian

EDUCATION

Ph.D., Psychology
University of Waterloo, 1991
Supervisor: Michael Ross
Thesis: Why individuals underestimate their own task completion times

M.A., Psychology
University of Waterloo, 1988
Supervisor: Michael Ross
Thesis: Believing your lies: The relationship between descriptions and memories of past events

B.A. Honours, Psychology
University of Waterloo, 1987
Supervisor: Michael Ross
Thesis: Constructing the past: A new look at the consistency bias in recall of previously held attitudes

EMPLOYMENT

Professor of Psychology
Wilfrid Laurier University, 2004-present

Associate Professor of Psychology
Wilfrid Laurier University, 1998-2004

Assistant Professor of Psychology
Wilfrid Laurier University, 1996-1998

Assistant Professor of Psychology
Simon Fraser University, 1991-1996

RESEARCH INTERESTS

MOTIVATION, PLANNING, & PREDICTION: Prediction of task completion time; Prediction of personal spending; Prediction of affective reactions; Motivated prediction; Collaborative prediction; The relation of memory to prediction; Visual imagery and prediction; Visual imagery and motivation

MEMORY IN SOCIAL CONTEXTS: Autobiographical memory; Criteria for assessing the validity of memories; Motivated remembering; Mood and memory; Subjective distance of past events

SOCIAL AND TEMPORAL COMPARISON: Affective reactions to performance feedback; Social comparison in relationships; Evaluating performance trajectories

RESEARCH FUNDING

Buehler, R., & Griffin, D. (2013-18). *Improving forecast accuracy: Backward planning and the prediction of task completion times.*
SSHRC Insight Grant (\$148,496)

Buehler, R. (20012-13). *Reducing underestimation errors: Backward planning and the prediction of task completion times.*
WLU Seed Grant (\$3,000)

Buehler, R., & Griffin, D. (2008-2012). *Sources of accuracy and bias in the prediction of personal spending.*
SSHRC Research Grant (\$83,000)

Buehler, R., & Griffin, D. (2004-2008). *Visual perspective and self prediction.*
SSHRC Research Grant (\$88,000)

Buehler, R., & Griffin, D. (2000-2004). *Interactive planning and prediction.*
SSHRC Research Grant (\$88,000)

Wood, E., Buehler, R., Hunsberger, B., Pancer, S.M., Pratt, M. (1999-2000)
Observational and experimental data acquisition systems.
Canadian Foundation for Innovation (\$95,567)

Buehler, R. (1996-2000). *The prediction of affective reactions.*
SSHRC Research Grant (\$70,000)

Buehler, R. (1993-96). *The prediction of task completion time.*
SSHRC Research Grant (\$72,000)

Buehler, R. (1992-93). *The prediction of task completion time.*
SSHRC Small Grant (\$5,516)

Buehler R. (1991-92). *The prediction of task completion time*.
SFU President's Research Grant (\$6,584)

PUBLICATIONS

Chapters in Edited Books [9]:

Buehler, R., & Griffin, D. (2018). The planning fallacy. In G. Oettingen, P. Gollwitzer, & T. Sevincer (Eds.), *The psychology of thinking about the future* (pp. 517-538). New York: Guilford Press.

Buehler, R., & Griffin, D. (2015). The planning fallacy: When plans lead to optimistic forecasts. In M. D. Mumford & M. Frese (Eds.), *The psychology of planning in organizations: Research and applications* (pp. 31-57). New York: Routledge.

Buehler, R., Griffin, D., & Peetz, J. (2010). The planning fallacy: Cognitive, motivational, and social origins. In M. P. Zanna & J. M. Olson (Eds.), *Advances in Experimental Social Psychology* (Volume 43, pp. 1-62). San Diego: Academic Press.

Buehler, R. (2007). The planning fallacy. In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of social psychology*. Thousand Oaks, CA: Sage.

Buehler, R., Griffin, D., & Ross, M. (2002). Inside the planning fallacy: The causes and consequences of optimistic time predictions. In T. Gilovich, D. Griffin, & D. Kahneman (Eds.), *Heuristics and biases: The psychology of intuitive judgment* (pp. 250-270). Cambridge: Cambridge University Press.

Ross, M., & Buehler, R. (2001). Identity through time: Constructing personal pasts and futures. In A. Tesser & N. Schwarz (Eds.), *Blackwell handbook of social psychology, Volume 1: Intraindividual processes* (pp. 518-544). Oxford: Blackwell.

[Reprinted in: Brewer, M. B., & Hewstone, M. (2004). *Self and social identity*. Oxford: Blackwell.]

Buehler, R., Griffin, D., & Ross, M. (1995). It's about time: Optimistic predictions in work and love. In Stroebe, W. & Hewstone, M. (Eds.), *European Review of Social Psychology* (Volume 6, pp. 1-32). Chichester: John Wiley & Sons.

Ross, M., & Buehler, R. (1994). Creative remembering. In U. Neisser & R. Fivush (Eds.), *The remembering self: Construction and accuracy in the self-narrative* (pp. 205-235). New York: Cambridge University Press.

Ross, M., & Buehler, R. (1994). On authenticating and using personal recollections. In N. Schwarz & S. Sudman (Eds.), *Autobiographical memory and the validity of retrospective reports* (pp. 55-69). New York: Springer-Verlag.

Journal Articles [39]:

- Soliman, M., & Buehler, R. (2018). Why improvement can trump consistent strong performance: The role of effort perceptions. *Journal of Behavioral Decision Making, 31*, 52-64.
- Soliman, M., & Buehler, R. (2018). Evaluating performance over time: Is improving better than being consistently good? *Journal of Social Psychology, 158*(3), 271-284.
- Soliman, M., Buehler, R., & Peetz, J. (2017). Envisioning a future purchase: The effects of consumption imagery perspective and identity on consumer motivation. *Psychology and Marketing, 34*, 684-692. doi:10.1002/mar.21015
- Wiese, J., Buehler, R., & Griffin, D. (2016). Backward planning: Effects of planning direction on predictions of task completion time. *Judgment and Decision Making, 11*(2), 147-167.
- Peetz, J., Simmons, M., Chen, & Buehler, R. (2016). Predictions on the go: Prevalence of spontaneous predictions for purchases. *Judgment and Decision Making, 11*(1), 48-61.
- Peetz, J., Buehler, R., Koehler, D., & Moher, E. (2015). Bigger not better: Unpacking future expenses inflates spending predictions. *Basic and Applied Social Psychology, 37*(1), 19-30. doi:10.1080/01973533.2014.973109
- Poon, C. S. K., Koehler, D. J., & Buehler, R. (2014). On the psychology of self-prediction: Consideration of situational barriers to intended actions. *Judgment and Decision Making, 9*(3), 207-225.
- Peetz, J., & Buehler, R. (2013). Different goals, different predictions: Accuracy and bias in financial planning for events and time periods. *Journal of Applied Social Psychology, 43*, 1079-1088. doi: 10.1111/jasp.12072
- Wilson, A. E., Buehler, R., Lawford, H., Schmidt, C., & Yong, A. G. (2012). Basking in projected glory: The role of subjective temporal distance in future self-appraisal. *European Journal of Social Psychology, 42*, 342-353.
- McFarland, C., & Buehler, R. (2012). Negative moods and the motivated remembering of past selves: The role of implicit theories of personal stability. *Journal of Personality and Social Psychology, 102*, 242-263.
- Buehler, R., Griffin, D., Lam, K.C.H., & Deslauriers, J. (2012). Perspectives on prediction: Does third-person imagery improve task completion estimates? *Organizational Behavior and Human Decision Processes, 17*, 138-149.
- Peetz, J., & Buehler, R. (2012). When distance pays off: The role of construal level in spending predictions. *Journal of Experimental Social Psychology, 48*, 395-398.

- Peetz, J., Buehler, R., & Britten, K. (2011). It's the way you look at it: Reframing the perceived time commitment for exercise. *Journal of Sport and Exercise Psychology, 33*, 743.
- Peetz, J., Buehler, R., & Britten, K. (2011). Only minutes-a-day: Reframing exercise duration affects exercise intentions and behavior. *Basic and Applied Social Psychology, 33*, 118-127.
- Peetz, J., Buehler, R., & Wilson, A. E. (2010). Planning for the near and distant future: How does temporal distance affect task completion predictions? *Journal of Experimental Social Psychology, 46*, 709-720.
- Buehler, R., Peetz, J., & Griffin, D. (2010). Finishing on time: When do predictions influence actual completion times? *Organizational Behavior and Human Decision Processes, 111*, 23-32.
- Peetz, J., & Buehler, R. (2009). Is there a budget fallacy? The role of savings goals in the prediction of personal spending. *Personality and Social Psychology Bulletin, 35*, 1579-1591.
- Lam, K. C. H., & Buehler, R. (2009). Trips down memory lane: Recall direction affects the subjective distance of past events. *Personality and Social Psychology Bulletin, 35*, 230-242.
- McFarland, C., Buehler, R., von Ruti, R., Nguyen, L., & Alvaro, C. (2007). The impact of negative moods on self-enhancing cognitions: The role of reflective vs. ruminative mood orientations. *Journal of Personality and Social Psychology, 93*, 728-750.
- Vasquez, N., & Buehler, R. (2007). Seeing future success: Does imagery perspective influence achievement motivation? *Personality and Social Psychology Bulletin, 33*, 1392-1405.
- Buehler, R., McFarland, C., Spyropoulos, V., & Lam, K.C.H. (2007). Motivated prediction of future feelings: Effects of negative mood and mood orientation on affective forecasts. *Personality and Social Psychology Bulletin, 33*, 1265-1278.
- McFarland, C., Cheam, A., & Buehler, R. (2007). Perseverance in the debriefing paradigm: Replication and extension. *Journal of Experimental Social Psychology, 43*, 233-240.
- Griffin, D., & Buehler, R. (2005). Biases and fallacies, memories and predictions: Comment on Roy, Christenfeld, and Mckenzie (2005). *Psychological Bulletin, 131*, 757-760.
- Buehler, R., Messervey, D., & Griffin, D. (2005). Collaborative planning and prediction: Does group discussion affect optimistic biases in time estimation? *Organizational Behavior and Human Decision Processes, 97*, 47-63.
- Lam, K.C.H., Buehler, R., McFarland, C., Ross, M., & Cheung, I. (2005). Cultural differences in affective forecasting: The role of focalism. *Personality and Social Psychology Bulletin, 31*, 1296-1309.

- Buehler, R., & Griffin, D. (2003). Planning, personality, and prediction: The role of future focus in optimistic time predictions. *Organizational Behavior and Human Decision Processes*, 92, 80-90.
- McFarland, C., Buehler, R., & MacKay, L. (2001). Affective responses to social comparisons with extremely close others. *Social Cognition*, 19, 547-586.
- Buehler, R., & McFarland, C. (2001). Intensity bias in affective forecasting: The role of temporal focus. *Personality and Social Psychology Bulletin*, 27, 1480-1493.
- Newby-Clark, I. R., Ross, M., Buehler, R., Koehler, D., & Griffin, D. (2000). People focus on optimistic and disregard pessimistic scenarios while predicting task completion times. *Journal of Experimental Psychology: Applied*, 6, 171-182.
- Griffin, D., & Buehler, R. (1999). Frequency, probability, and prediction: Easy solutions to cognitive illusions? *Cognitive Psychology*, 38, 48-78.
- McFarland, C., & Buehler, R. (1998). The impact of negative affect on autobiographical memory: The role of self-focused attention to moods. *Journal of Personality and Social Psychology*, 75, 1424-1440.
- Ross, M., Buehler, R., & Karr, J. (1998). Assessing the accuracy of conflicting, autobiographical memories. *Memory and Cognition*, 26, 1233-1244.
- McFarland, C., & Buehler, R. (1997). Negative affective states and the motivated retrieval of positive life events: The role of affect acknowledgment. *Journal of Personality and Social Psychology*, 73, 200-214.
- Buehler, R., Griffin, D., & MacDonald, H. (1997). The role of motivated reasoning in optimistic time predictions. *Personality and Social Psychology Bulletin*, 23, 238-247.
- McFarland, C., & Buehler, R. (1995). Collective self-esteem as a moderator of the frog-pond effect in reactions to performance feedback. *Journal of Personality and Social Psychology*, 68, 1055-1070.
- Buehler, R., & Griffin, D. (1994). Change-of-meaning effects in conformity and dissent: Observing construal processes over time. *Journal of Personality and Social Psychology*, 67, 984-996.
- Buehler, R., Griffin, D., & Ross, M. (1994). Exploring the "planning fallacy": Why people underestimate their task completion times. *Journal of Personality and Social Psychology*, 67, 366-381.
- Griffin, D., & Buehler, R. (1993). Role of construal processes in conformity and dissent. *Journal of Personality and Social Psychology*, 65, 657-669.

Buehler, R., & Ross, M. (1993). How do individuals remember their past statements? *Journal of Personality and Social Psychology*, 64, 538-551.

UNPUBLISHED PAPERS

Peetz, J., Lam, K. C. H., & Buehler, R. *Proving them wrong: Using others' doubts as a source of motivation*. Unpublished manuscript.

Buehler, R., Otsubo, Y., Heine, S., & Lehman, D., & Griffin, D. *Culture and optimism: The planning fallacy in Japan and North America*. Unpublished manuscript.

RESEARCH IN PROGRESS

Friesdorf, R., & Buehler, R. *Planning and affect*.

Friesdorf, R., & Buehler, R. *Addressing yourself: Effects of second- and third-person narrative perspectives*.

Friesdorf, R., & Buehler, R. *Regulatory mode, planning, and prediction*.

Friesdorf, R., Cavallo, J., & Buehler, R. *Regulatory focus and affective forecasting in relationships*.

Friesdorf, R., Davidson, H., & Buehler, R. *The role of pronouns in self description*.

Boulton, K., Friesdorf, R. & Buehler. *Effects of discussion on affective forecasts*.

Dreyer, B, Wilson, A., & Buehler, R. *The impact of genetic causes of social issues on choice of solutions*.

CONFERENCE PRESENTATIONS

Boulton, K., Friesdorf, R., & Buehler, R. (2018, January). *Self-other differences in affective forecasting for negative events*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.

Boulton, K., Friesdorf, R., & Buehler, R. (2017, June). *Let's talk about it: The effect of discussion on affective forecasting*. Poster presented at the annual conference of the Canadian Psychological Association, Toronto, ON.

Friesdorf, R., Buehler, R., & Davidson, H. (2017, January). *Is it beneficial to describe oneself using non-first-person pronouns? The moderating role of independent self-construal*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

- Soliman, M., & Buehler, R. (2016, June). *On getting better and working hard: Using improvement as a heuristic for judging effort*. Paper presented at the Behavioral Decision Research in Management Conference, Toronto, ON.
- Dreyer, B., Wilson, A., & Buehler, R. (2016, January). *Social problems, genetic answers: How causes of social issues affect choice of solutions*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Friesdorf, R., & Buehler, R. (2015, August). *Does planning impact how we feel about uncompleted tasks? The effects of three plan types on affect*. Poster presented at the annual convention of the American Psychological Association, Toronto, ON.
- Soliman, M., & Buehler, R. (2015, June). *On getting better and working hard: Testing the improvement-effort link*. Poster presented at the annual convention of the Canadian Psychological Association, Ottawa, ON.
- El Gamal, M., & Buehler, R. (2015, May). *The downside of straight A's: Effort perceptions explain the preference for improvement over consistent strong performance*. Poster presented at the Southern Ontario Behavioral Decision Research conference, Toronto, ON.
- El Gamal, M., & Buehler, R. (2015, February). *The downside of straight A's: Effort perceptions explain the preference for improvement over consistent strong performance*. Poster presented at the sixteenth annual meeting of the Society for Personality and Social Psychology, Long Beach, CA.
- Wiese, J., & Buehler, R. (2015, February). *Backward planning: Examining the effects of planning direction on task completion predictions*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Long Beach, California. [Recipient of Special Research Travel Award]
- Friesdorf, R., & Buehler, B. (2015, February). *Addressing yourself: Distinguishing the effects of second-person and third-person perspectives on self-distancing from distressing experiences*. Poster presented at the Annual Meeting of the Society of Personality and Social Psychology, Long Beach, California.
- El Gamal, M., & Buehler, R. (2014, August). *Imagine going green: When does mental imagery motivate pro-environmental consumption?* Paper presented at the annual convention of the American Psychological Association, Washington, DC.
- El Gamal, M., & Buehler, R. (2014, August). *How does decision context influence evaluations of performance profiles?* Poster presented at the annual convention of the American Psychological Association, Washington, DC.
- Wiese, J., & Buehler, R. (2014, May). *Backward planning: Examining the effects of planning direction on time prediction*. Poster presented at the Association for Psychological

Science annual convention, San Francisco, CA.

El Gamal, M., Buehler, R., & Wiese, J. (2014, May). *It's under control: How does a sense of control influence self-relevant predictions?* Poster presented at Southern Ontario Behavioral Decision Research Conference, Guelph, ON.

El Gamal, M., & Buehler, R. (2014, February). *Evaluating the performance of others: Is improving better than being consistently-good?* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin, TX.

Wiese, J., & Buehler, R. (2014, February). *Time is money: Does an economic mindset influence time estimation?* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Austin, TX.

Evans, M. B., & Buehler, R. (2013, September). *The frog-pond effect: Social comparisons within intercollegiate cross country running teams.* Invited verbal presentation (as a NASPSA award winner) at the meeting of the Canadian Society for Psychomotor Learning and Sport Psychology. Kelowna, British Columbia.

Evans, M. B., & Buehler, R. (2013, June). *The frog-pond effect: Social comparisons within intercollegiate cross country running teams.* Verbal presentation at the North American Society for the Psychology of Sport and Physical Activity annual meeting, New Orleans, LA. [Recipient of NASPSA outstanding student paper award; Value \$1,350]

El Gamal, M., & Buehler, R. (2013, June). *The effects of imagery perspective on different types of emotion.* Poster presented at the annual convention of the Canadian Psychological Association, Quebec City.

El Gamal, M., & Buehler, R. (2013, May). *Evaluating performance over time: Improving is sometimes better than being consistently good.* Poster presented at the annual convention of the Association for Psychological Science, Washington, DC.

El Gamal, M., & Buehler, R. (2013, May). *Evaluating performance over time.* Poster presented at the annual Southern Ontario Behavioral Decision Research conference, Waterloo, ON.

Wiese, J., & Buehler, R. (2013, May). *Money vs. time: Past sunk cost effects for motivation.* Poster presented at the annual convention of the Association for Psychological Science, Washington, DC.

Wiese, J., & Buehler, R. (2013, January). *Money vs. time reminders: Sunk cost effects for motivation.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

El Gamal, M., & Buehler, R., Peetz, J., & McFarland, C. (2012, August). *Envisioning a future purchase: Does imagery perspective influence consumer motivation?* Paper presented at the annual convention of the American Psychological Association, Orlando, FL.

- El Gamal, M., Buehler, R., Peetz, J., & McFarland, C. (2012, June). *Perspectives on the self: Does imagery perspective influence motivation?* Poster presented at the annual convention of the Canadian Psychological Association, Halifax, NS.
- Peetz, J., & Buehler, R. (2012, May). *When distance pays off: Can abstract construal help spending prediction accuracy?* Paper presented at the Southern Ontario Behavioral Decision Research Conference, Waterloo, Ontario.
- Wiese, J., & Buehler, R. (2012, May). *Backward planning: Examining consequences of planning direction for time prediction.* Poster presented at the annual convention of the Association for Psychological Science, Chicago, IL.
- Wiese, J., & Buehler, R. (2012, January). *Examining the mediated effect of backward planning on task motivation.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Peetz, J., & Buehler, R. (2011, July). *When distance pays off: The role of construal level in spending predictions.* Paper presented at the European Association for Social Psychology Conference, Stockholm.
- Wiese, J., & Buehler, R. (2011, May). *Backward planning: Examining the impact of planning direction on motivation.* Poster presented at the annual meeting of the Canadian Psychological Association, Toronto, Ontario.
- Wiese, J., & Buehler, R. (2011, May). *Backward planning: Examining the impact of planning direction on motivation.* Poster presented at the annual meeting of the American Psychological Society, Washington, D.C.
- Giacomin, M., & Buehler, R. (2011, May). *The relation between predictions of task duration and task completion time.* Poster presented at the Southern Ontario Behavioral Decision Research Conference, Toronto, Ontario.
- Day, B., McFarland, C., & Buehler, R. (2011, January). *Mood orientation as a moderator of the relationship between negative mood and helping.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio.
- Gorman, G., & Buehler, R. (2010, August). *Turning to religious beliefs as protection against threats to belief in a just world.* Poster presented at the annual meeting of the International Society for Justice Research, Banf, Alberta.
- Lam, K. C. H., Peetz, J., & Buehler, R. (2010, January). *Proving them wrong: Using others' doubts about oneself as a source of motivation.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas.
- Peetz, J., Buehler, R., & Wilson, A. E. (2010, January). *Get it done on time: Task type moderates temporal distance effects on completion predictions.* Poster presented at the pre-conference meeting on Judgment and Decision Making, Las Vegas. [Recipient of Student Travel Award]

- Peetz, J., & Buehler, R. (2010, January). *Does considering details of future spending improve spending predictions?* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Las Vegas.
- Kent, B., King-Brown, E., McFarland, C., & Buehler, R. (2009, August). *The impact of negative moods on memories of personal attributes.* Poster presented at the annual convention of the American Psychological Association, Toronto.
- Peetz, J., Gorman, G., & Buehler, R. (2009, June). *"I spent all this money on my education to get a good job": Sunk cost effects for academic motivation.* Poster presented at the annual convention of the Canadian Psychological Association, Montreal.
- Peetz, J., & Buehler, R. (2009, May). *The role of savings goals in the prediction of personal spending.* Paper presented at the Southern Ontario Behavioral Decision Research Conference, St. Catharines, Ontario.
- Peetz, J., & Buehler, R. (2008, December). *Motivation, intention, and behavior as a function of time investment framing.* Paper presented at the bi-annual meeting of the Waterloo Decision Research Group, Waterloo, Ontario.
- Peetz, J., Buehler, R., & Griffin, D. (2008, July). *When are predictions self-fulfilling?* Poster presented at the International Congress of Psychology, Berlin, Germany.
- Peetz, J., & Buehler, R. (2008, May). *Task difficulty as a moderator of the causal link between prediction and behavior.* Poster presented at the Southern Ontario Behavioral Decision Research conference, Waterloo, Ontario.
- Peetz, J., & Buehler, R. (2008, February). *Be careful what you wish for: Saving goals decrease accuracy in spending predictions.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM . [Recipient of the runner-up award for best student poster]
- Peetz, J., & Buehler, R. (2008, February). *Only minutes a day: Incremental framing of exercise time increases people's motivation and intention to exercise.* Poster presented at pre-conference meeting on Judgment and Decision Making, Society for Personality and Social Psychology, Albuquerque, NM.
- Peetz, J., & Buehler, R. (2007, May). *Examining the budget fallacy: The role of spending goals.* Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- Peetz, J., & Buehler, R. (2007, May). *When to enumerate? Limits to the benefits of unpacking for project completion predictions.* Poster presented at the Southern Ontario Behavioral Decision Research conference, London, Ontario.
- Buehler, R. (2007, January). *The role of imagery perspective in motivation, planning, and prediction.* Paper presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, Tennessee.

- Vasquez, N., & Buehler, R. (2007, January). *Why does imagining future success from a third-person perspective increase motivation? An exploration of the construal-level account.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, Tennessee.
- Peetz, J., Wilson, A., & Buehler, R. (2007, January). *Get it done on time: Predicting project completion times of close and distant projects.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, Tennessee. [Recipient of the runner-up award for best student poster]
- Lam, K.C. H., & Buehler, R. (2007, January). *Psychological time travel: Does direction of thought influence the subjective distance of past events?* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, Tennessee.
- Peetz, J., & Buehler, R. (2006, May). *Evidence of a budget fallacy: Expecting to spend less in the future than in the past.* Poster presented at the Southern Ontario Behavioral Decision Research Conference, Toronto, Ontario.
- Vasquez, N., & Buehler, R. (2006, January). *Seeing future success: Does visual perspective influence task motivation?* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs.
- Lam, K.C.H., & Buehler, R. (2006, January). *Self-other differences in affective forecasting: The role of focalism.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs.
- Buehler, R., Messervey, D., & Griffin, D. (2005, April). *Collaborative planning and prediction.* Paper presented at the Southern Ontario Behavioral Decision Research Conference. Waterloo, Ontario.
- Buehler, R., & Griffin, D., & Deslauriers, J. (2005, January). *Seeing the future: Effects of visual perspective on optimistic prediction.* Poster presented at annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Lam, K.C.H., Buehler, R., McFarland, C., Ross, M., & Cheung, I. (2005, January). *Cultural differences in affective forecasting: The role of focalism.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Wilson, A. E., Buehler, R., Lawford, H., & Schmidt, C. (2005, January). *Comparisons with former and future selves.* Paper presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Messervey, D., Ji, L.J., & Buehler, R. (2005, January). *Cultural investigations of confidence and perceptions of control in estimates of task completion times.* Poster presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

- Spyropoulos, V., Buehler, R., & McFarland, C. (2003, June). *Motivated prediction of future feelings: The effects of negative mood and mood focus on affective forecasts*. Paper presented at the annual meeting of the Canadian Psychological Association, Hamilton, ON. [Recipient of the Brendan Gail Rule award for best student paper, Social and Personality Psychology Division, CPA]
- Messervy, D., Buehler, R., & Griffin, D. (2003, February). *Planning and prediction in groups: Are groups more or less optimistic than individuals?* Poster presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles, California.
- Wilson, A. E., Ross, M., Lawford, H., & Buehler, R. (2003 February). *Appraising subjectively near and distant future selves*. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Los Angeles, California.
- Messervy, D., Buehler, R., & Wilson, A. E., & Ross, M. (2002, June). *Everyday forecasting: Factors affecting people's use of the past to predict the future*. Poster presented at the annual meeting of the Canadian Psychological Association, Vancouver, B.C.
- Buehler, R., McFarland, C., & Nguyen, L. (2002, June). *The impact of negative affect on self appraisal: The role of self-focused attention to moods*. Poster presented at the annual meeting of the Canadian Psychological Association, Vancouver, B.C.
- Lawford, H., Wilson, A. E., & Buehler, R. (2002, June). *Effects of perceived temporal distance on future predictions*. Paper presented at the annual meeting of the Canadian Psychological Association, Vancouver, B.C. [Recipient of award for best student paper, Social and Personality Psychology Division, CPA]
- Buehler, R. (2002, February). *Self prediction biases: The role of temporal focus*. Paper presented at the pre-conference meeting on Self and Identity, Society for Personality and Social Psychology, San Antonio, Texas.
- Messervy, D., Buehler, R., & Griffin, D. (2001, June). *Interactive planning and prediction*. Paper presented at the annual meeting of the Canadian Psychological Association, Laval, Quebec.
- Buehler, R., & McFarland, C. (2001, June). *Affective reactions to comparisons: The role of relationship closeness and feedback explicitness*. Poster presented at the annual meeting of the Canadian Psychological Association, Laval, Quebec.
- Buehler, R., & Griffin, D. (2001, February). *Costs of planning: Effects of implemental thoughts on optimistic predictions*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, Texas.
- Hansen, S., Buehler, R., & Ross, M. (2000, July). *Motivated use of truth criteria in assessing conflicting autobiographical memories*. Poster presented at the annual meeting of the Canadian Psychological Association, Ottawa

- Buehler, R., & McFarland, C. (1999, August). *Extremity bias in affective forecasts: The role of temporal focus*. Poster presented at the annual meeting of the American Psychological Association, Boston, Massachusetts.
- Griffin, D., Buehler, R., Otsubo, Y., Heine, S., & Lehman, D. (1998, August). *Cultural differences in optimistic time predictions*. Paper presented at the International Conference on Cross-Cultural Psychology, Bellingham, Washington.
- Alvaro, C., McFarland, C., & Buehler, R. (1998, August). *Self-focused attention and the relationship between moods and memory*. Poster presented at the annual meeting of the American Psychological Association, San Francisco, California.
- McKay, L., McFarland, C., & Buehler, R. (1998, August). *Affective reactions to the performances of close others*. Poster presented at the annual meeting of the American Psychological Association, San Francisco, California.
- Buehler, R., & Griffin, D. (1997, October). *Individual and cultural differences in optimistic time predictions*. Paper presented at the annual meeting of the Society for Experimental Social Psychology, Toronto, Ontario.
- Griffin, D., Buehler, R., Otsubo, Y., Heine, S., & Lehman, D. (1997, September). *Cultural differences in optimistic time predictions*. Paper presented at the annual meeting of the British Psychological Society, Brighton, England.
- Griffin, D., & Buehler, R. (1997, August). *Personality and cultural effects on optimistic time predictions*. Paper presented at the annual meeting of the Subjective Probability, Utility, and Decision Making Society (SPUDM), Leeds, England.
- Newby-Clark, I. R., Buehler, R., Koehler, D., & Ross, M. (1997, August). *Scenario thinking and the planning fallacy*. Paper presented at the annual meeting of the American Psychological Association, Chicago, Illinois.
- Mackay, L., McFarland, C., & Buehler, R. (1997, August). *Focused attention on moods as a determinant of motivated retrieval*. Poster presented at the annual meeting of the American Psychological Association, Chicago, Illinois.
- Buehler, R., & Griffin, D. (1996, October). *Consequences of optimistic project completion forecasts*. Paper presented at the annual meeting of the Society for Experimental Social Psychology, Sturbridge, Massachusetts.
- Buehler, R., & Griffin, D. (1996, August). *Getting things done: The impact of predictions on task completion*. Poster presented at the annual meeting of the American Psychological Association, Toronto, Ontario.
- Frame, K., & Buehler, R. (1996, August). *Self-regulation, subtyping, and stereotype change*. Poster presented at the annual meeting of the International Congress of Psychology / Canadian Psychological Association, Montreal, Quebec.

- McKay, L., Buehler, R., & McFarland, C. (1996, August). *Relationship closeness as a moderator of reactions to social comparison*. Poster presented at the annual meeting of the International Congress of Psychology / Canadian Psychological Association, Montreal, Quebec.
- MacDonald, H., & Buehler, R. (1995, August). *The role of motivated reasoning in optimistic task predictions*. Poster presented at the annual meeting of the American Psychological Association, New York, New York.
- MacDonald, H., & Buehler, R. (1995, April). *The role of motivated reasoning in optimistic task predictions*. Paper presented at the annual meeting of the Western Psychological Association, Los Angeles, California.
- Ross, M., Buehler, R., Griffin, D., & Filyer, R. (1994, August). *On forecasting: The tenuous link between plans and past experiences*. Paper presented at the annual meeting of the American Psychological Association, Los Angeles, California.
- Buehler, R., MacDonald, H., & Griffin, D. (1994, June). *The impact of optimistic predictions on task completion times*. Poster presented at the annual meeting of the Canadian Psychological Association, Penticton, B.C.
- Newth, S., McFarland, M., & Buehler, R. (1994, June). *Moderators of the frog pond effect*. Paper presented at the annual meeting of the Canadian Psychological Association, Penticton, B.C. [Recipient of award for best student paper, Social and Personality Psychology Division, CPA]
- Schoenewolfe, A., & Buehler, R. (1994, June). *The role of causal attributions in managers' responses to employee conflict*. Paper presented at the annual meeting of the Canadian Psychological Association, Penticton, B.C. [Recipient of award for best student paper, Industrial/Organizational Psychology Division, CPA]
- Buehler, R. & McFarland, C. (1994, April). *Collective self-esteem and relative performance feedback*. Poster presented at the annual meeting of the Western Psychological Association, Kona, Hawaii.
- Buehler, R. (1993, August). *Memory and prediction of task completion times*. Poster presented at the annual meeting of the American Psychological Association, Toronto, Ontario.
- Buehler, R., Ross, M., & Griffin, D. (1991, June). *Task completion estimates: Exploring the determinants of accuracy*. Poster presented at the annual meeting of the Canadian Psychological Association, Calgary, Alberta.
- Ross, M., & Buehler, R. (1991, January). *Evaluating the authenticity and utility of personal memories*. Paper presented at the Emory Symposium on Cognition: The Self as Remembered, Emory University, Atlanta, Georgia.

- Ross, M., & Buehler, R. (1990, November). *Respondents' and observers' assessments of the validity of retrospective reports*. Paper presented at the conference on Autobiographical Memory and the Validity of Retrospective Reports, Survey Research Center, University of Illinois, Urbana-Champaign, Illinois.
- Buehler, R., & Griffin, D. (1990, June). *Conflicting views of the news: Attitudes, interpretations, and social judgments*. Poster presented at the annual meeting of the Canadian Psychological Association, Ottawa, Ontario.
- Buehler, R., & Ross, M. (1989, June). *The reciprocal relation between descriptions and memories of past events*. Poster presented at the annual meeting of the Canadian Psychological Association, Halifax, Nova Scotia.
- Griffin, D., & Buehler, R. (1989, June). *The role of construal processes in conformity and dissent*. Paper presented at the annual meeting of the Canadian Psychological Association, Halifax, Nova Scotia.
- Buehler, R., & Ross, M. (1989, May). *Individuals who make false statements later remember making true statements*. Paper presented at the conference on Counterfactual Reasoning and Mental Simulation, University of Indiana, Bloomington, Indiana.
- Buehler, R., & Ross, M. (1988, June). *The perception of attitude change in self and others*. Paper presented at the annual meeting of the Canadian Psychological Association, Montreal, Quebec. [Recipient of award for best student paper, Social and Personality Psychology Division, CPA]

GRADUATE THESIS SUPERVISION

PhD Theses

- Friesdorf, R. (in progress).
- El Gamal, M. (2015). On getting better and working hard: Using improvement as a heuristic for judging effort.
- Wiese, J. (2015). Backward planning: Examining consequences of planning direction for time prediction.
- Peetz, J. (2010). The “budget fallacy”: Sources of accuracy and bias in personal spending predictions. [Recipient of the Governor General’s Academic Medal, October 2010]
- Lam, K.C.H. (2008). Trips down memory lane: Recall direction affects the subjective distance of past events. [Recipient of the Governor General’s Academic Medal, October 2008]

Masters Theses

Boulton, K. (in progress).

White, G. (in progress).

Dreyer, B. (2016). Social problems, genetic answers: How causes of social issues affect choice of solutions.

Friesdorf, R. (2015). Plans as emotion regulation tools: Examining the consequences of planning on affect.

Wiese, J. (2011). Backward planning: Examining consequences of planning direction for motivation.

Peetz, J. (2006). Planning for the near and distant future: The impact of temporal distance on task completion predictions. [co-supervised with A. Wilson].

Vasquez, N. (2005). Seeing the future: Does visual perspective influence motivation and regulatory focus?

Lam, K.C.H. (2004). Cultural differences in holism, focalism, and affective forecasting. [Recipient of the Governor General's Academic Medal, October 2004]

Deslauriers, J. (2003). Visual perspective in planning and prediction.

Spyropoulos, V. (2003). Motivated prediction of future feelings.

Messervey, D. (2002). The planning fallacy and group predictions: Are groups more or less biased than individuals?

Hansen, S. (2000). Psychological mechanisms responsible for the moderating effects of need for cognition on attractiveness stereotyping.

McKay, L. (1996). Reactions to upward social comparison: Assimilation and contrast effects. [co-supervised with C. McFarland]

MacDonald, H. (1995). The effect of accuracy motivation and directional motivation on the optimistic bias in prediction of task completion time.

PhD Thesis Committees

Wan Wang (2017); Scott Leith (2015); Cindy Ward (2015); Blair Evans (2014); Enoch Landau (2011); Greg Gunn (2009); Mervyn Whitfield (2009); Sean Cameron (2007)

Masters Thesis Committees

Ester Abel (in progress); Hajer Al Hamedawy (2017); Sarah Wall (2017); Katie Tamming (2017). Elizabeth Price (2015); Katie Schuet (2015); Amanda Kohler (2015); Scott Leith (2012);

Florence Mak (2012); Kassandra Cortes (2012); Preston Hall (2011); Danielle Alessio (2011); Cindy Ward (2011); Katie Walters (2010); Danay Novoa (2010); Charity Friesen (2010); Megan McCarthy (2010); Glen Gorman (2008); Carolyn Hoessler (2008); Gillian Watson (2005); Travis McTeer (2004); Francine Pilon (2004); Jacqueline Ye (2004); Steven Gallant (2003); Lianne McClellan (2003); Stephanie Werner (2003); Heather Lawford (2002); Matt Cooke (2001); Elvin Dobani (1999); Susan Hilbers (1998); Craig Livermore (1998); Michael Appavoo (1997); Robert Duck (1997); Robert Graham (1997); Jennifer Watson (1996); Prueger (1996); Inna Vlashev (1995); Nicole Fairbrother (1994)

HONORS THESIS SUPERVISION

Vokes, S. (2018). Exploring the effects of self-distancing on affective forecasts.

Easton, A. (2018). Return trip effect: Is it the destination or the journey?

Boulton, K. (2017). Let's talk about it: The effect of discussion on affective forecasting. [co-supervised with R. Friesdorf]

Zantingh, E. (2017). Using self-talk to prepare for future tasks: The effect of pronoun type on motivation. [co-supervised with R. Friesdorf]

Davidson, H. (2015). The role of linguistic perspective in self descriptions.

Cauchon, M. (2014). Preference for consistency or improvement: Is time an important factor? [co-supervised with M. El Gamal]

Walker, B. (2014). Future event planning: The effect of planning direction on time estimation. [co-supervised with J. Wiese]

Lynch, A. (2013). Volunteering and the sunk cost effect: Examining strategies for increasing volunteerism. [co-supervised with J. Wiese]

Cooney, C. (2013). Helping behavior as a mood regulation strategy: The role of self-esteem.

D'Alton, S. (2012). Actor and observer predictions of task performance time and completion time.

Wigham, S. (2011). Imagining future success: The role of imagery and narrative perspective.

Giacomin, M. (2010). The role of competing motivations in predictions of task completion.

Kux, S. (2010). Back from the future: The role of imagery valence and direction in considering future events.

Britten, K. (2009). Aggregated and incremental framing effects on exercise motivation. [co-supervised with J. Peetz]

- Crossley, B. (2009). Seeing a happy future: Does visual perspective and event type influence affective forecasts?
- El Gamal, M. (2008). Envisioning a future purchase: Does imagery perspective influence consumer motivation?
- Mulhern, K. (2006). Self-other differences in task completion predictions: The impact of motivation.
- Kayfitz, A. (2004). The impact of visual perspective on predicted feelings.
- Schmidt, C. (2003). Basking in projected glory: Effects of positive future selves on current self-evaluations.
- Camilleri, S. (2003). Effects of anticipatory anxiety on memories of past success.
- Deslauriers, J. (2002). Should we plan for upcoming tasks? Effects of planning on prediction accuracy for simple and difficult assignments.
- Banwait, H. (2001). Predicting feelings: The role of temporal perspective, focalism, and visual imagery.
- Lostrito, N. (2001). Optimistic task predictions: Effects of focusing on plans and external events.
- Russell, K. (1999). The impact of negative affect and mood orientation on personal predictions.
- Pilles, J. (1998). The effect of mood on optimistic time predictions.
- Garcia, D. (1998). Optimistic time predictions: The effects of mindset.
- Daniels, J. (1997). Change-of-meaning processes in conformity and dissent: The role of automatic and controlled processes.
- Drummond, P. (1996). The impact of mood on self and social prediction.
- McKay, L. (1995). Relationship closeness as a moderator of reactions to social comparison. [Recipient of department thesis award]
- Soon, F. (1994). Collective esteem as a moderator of the ingroup bias effect.
- Schoenewolfe, A. (1993). The role of causal attributions in managers' response to interpersonal conflict among subordinates. [Recipient of department thesis award]

INVITED PRESENTATIONS

2009, February	University of Western Ontario Social Psychology Colloquium Series
2009, February	Brock University Psychology Department Colloquium Series
2004, April	University of Waterloo Waterloo Decision Research Group
2003, June	Pre-conference on Social and Personality Psychology Annual meeting of the Canadian Psychological Association Hamilton, Ontario
2002, January	Pre-conference on The Self Annual Meeting of Society for Personality and Social Psychology Savannah, Georgia
2002, January	University of Toronto Social Psychology Colloquium Series
2000, October	McMaster University Cognitive Psychology Colloquium Series
1999, November	State University of New York, Buffalo Social Psychology Colloquium Series
1998, January	University of Waterloo Social Psychology Colloquium Series
1996, February	Wilfrid Laurier University, Department of Psychology
1993, February	University of British Columbia, Social Psychology Colloquium Series
1991, February	Simon Fraser University, Department of Psychology
1991, February	University of Waterloo Social Psychology Colloquium Series
1991, January	Ministry of Communications (Ottawa), Program Evaluation Department
1991, January	Public Service Commission (Ottawa), Review Directorate Department

COURSES TAUGHT

Wilfrid Laurier University:
(1996-present)

- Research Methods
- Social Psychology
- Seminar in Social Psychology
- Graduate Seminar in Social Psychology
- Graduate Research Seminar
- Directed Studies

Simon Fraser University:
(1991-1996)

- Introduction to Social Psychology
- Seminar in Attitudes and Social Cognition
- Seminar in Interpersonal Relations
- Research Methods in Social Psychology
- Graduate Seminar in Social Psychology
- Directed Studies

UNIVERSITY / DEPARTMENT SERVICE

Psychology Research Experience Program (PREP), Coordinator
[2014-15; 2013-14; 2012-13; 2011-12]

Psychology Department Appointments and Promotions Committee, Member
[2017-18; 2016-17; 2005-06; 2004-05]

Psychology Undergraduate Advisor
[2017-18; 2003-04; 2002-03; 2001-02]

Psychology Curriculum Committee, Chair
[2003-04; 2002-03; 2001-02]

Psychology Curriculum Committee, Member
[2003-04; 2002-03; 2001-02; 2000-01; 1998-99; 1997-98; 1996-97]

Psychology Contract Academic Faculty Committee, Member
[2010-11; 2009-10; 2008-09; 2003-04; 2002-03; 2001-02]

Psychology Ethics Review Committee, Member
[2014-15; 2013-14; 2012-13; 2011-12; 2010-11; 2009-10; 2008-09; 2007-08; 2005-06; 2003-04;
2002-03; 2001-02; 2000-01; 1998-99; 1997-98; 1996-97]

Psychology Teaching Award Committee, Member
[2003-04; 2002-03; 2001-02]

Psychology Participant Pool Committee, Member
[2002-03]

Psychology Hunsberger Memorial Lecture Committee, Member
[2017-18; 2014-15; 2013-14; 2012-13; 2011-12; 2010-11; 2009-10; 2008-09; 2007-08; 2006-07; 2005-06; 2004-05]

Faculty of Science Curriculum Committee, Member
[2003-04; 2002-03; 2001-02; 1998-99]

Faculty of Science, Ad Hoc Committee on Student Awards, Member
[2004-05; 2003-04; 2002-03; 2001-02]

Senate Examinations and Standing Committee, Member
[1998-99]

University Grants Committee, Member
[2003-04, 2002-03, 2001-02]

Simon Fraser University 1991-96

Department Tenure Committee, Member
Graduate Studies Committee, Member
Undergraduate Studies Committee, Member
Colloquium Committee, Member
Voluntary Subject Pool, Co-coordinator
Experimental Committee, Member

PROFESSIONAL SERVICE

Regular reviewing of manuscripts for:

Journal of Personality and Social Psychology
Personality and Social Psychology Bulletin
Journal of Experimental Social Psychology

Occasional reviewing of manuscripts for:

Organizational Behavior and Human Decision Processes
Psychological Science
Social Cognition
European Journal of Social Psychology
Journal of Personality
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
Applied Cognitive Psychology
Journal of Applied Research in Memory and Cognition
Journal of Applied Social Psychology
Canadian Journal of Behavioural Science
Journal of Behavioral Decision Making

Judgment and Decision Making
Motivation and Emotion

Grant reviews for:

SSHRC
National Science Foundation (U.S.)

Reviewing conference papers for:

American Psychological Association
Canadian Psychological Association

OGS selection panel [2008-09; 2007-08; 1998-99; 1997-98]

External examiner:

Jeff Hughes, Ph.D. Dissertation, University of Waterloo, 2017
David Lewis, Ph.D. Dissertation, SBE, Wilfrid Laurier University, 2017
Amanda DeVaul-Fetters, Ph.D. Dissertation, Western University, 2014
Alana Riordan, M.A. thesis, KPE department, Wilfrid Laurier University, 2014
Ester Moher, Ph.D. Dissertation, University of Waterloo, 2012.
Eryn Jewitt, M.A. thesis, KPE department, Wilfrid Laurier University, 2011
Jessica Hartnett, Ph.D. Dissertation, Northern Illinois University, 2011
Joel Cressman, M.A. thesis, KPE department, Wilfrid Laurier University, 2010
Tieyuan Guo, Ph.D. Dissertation, Queen's University, 2008
Rebecca Pinkus, Ph.D. Dissertation, University of Toronto, 2007
Elaine Perunovic, Ph.D. Dissertation, University of Waterloo, 2006
Connie Poon, Ph.D. Dissertation, University of Waterloo, 2001
Barb Adams, Ph.D. Dissertation, University of Waterloo, 1999

PROFESSIONAL AFFILIATIONS

American Psychological Association, member
Canadian Psychological Association, member
Society for Personality and Social Psychology, member
Society for Experimental Social Psychology, member