

G. Tarcan Kumkale

Kadir Has University
Department of Psychology
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Education

- September 2004 Ph.D. in Social Psychology. University of Florida, Gainesville.
Thesis topic: *Attitude-relevant memories and persistence of persuasion*
(Advisor: Dolores Albarracín)
- June 2002 M.S. in Social Psychology. University of Florida, Gainesville.
Thesis topic: *The sleeper effect in persuasion: A meta-analytic review*
- June 1998 B.A. in Psychology. Koç University, Istanbul.
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Professional Experience

- Sep 2015- present Associate Professor of Psychology. Kadir Has University, Istanbul
- Jan 2006- Aug2015 Assistant Professor of Psychology. Koç University, Istanbul
- Jun 2004-Dec 2005 Postdoc. Duke University, Social Science Research Institute;
Interdisciplinary Program in Social Psychology (Advisor: Wendy Wood)
- Jun 1999- May2004 Graduate Teaching and Research Assistant. University Florida
- Sep 1998-Jun 1999 Research Assistant. Department of Psychology. Koç University, Istanbul
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Honors and Awards

- April 2016 BAGEP- Science Academy Young Scientist Award
- 2010-2012 GEBIP- Turkish National Academy of Sciences-Young Scientist Award
- Jun 2012 The Council of Higher Education, Associate Professor Title
- Dec 2011 ODTÜ Prof. Dr. Mustafa Parlar Vakfı, Young Scientist Award
- May 2004 Pioneer Psychology Faculty Award, University of Florida
- 1999 – 2002 Grinter Fellowship, University of Florida
- May 2001 Outstanding International Student Award, CLAS, University of Florida
- 1994 – 1998 Koç University Merit Fellowship

Research Interests

Attitudes and Persuasion; Social Influence; Health Behavior and Communication; Personality-Based Segmentation; Media Effects; Meta-Analysis and Data Mining; Behavior-Change Interventions.

Publications

20. Albarracín, D., Kumkale, G. T., & Poyner-Del Vento, P. (2017). How people can become persuaded by weak messages presented by credible communicators: Not all sleeper effects are created equal. *Journal of Experimental Social Psychology*, *68*, 171-180.
19. Sen, C. K. N., & Baruh, L., G. T. Kumkale. (2016). Beyond a paycheck: The influence of work on Turkish women's cancer screening. *Sex Roles*, *75*, 599-611.
18. Sarıal-Abi, G. Z., Gürhan-Canlı, Z., Kumkale, G. T., & Yoon, Y. (2016). The effect of self-concept clarity on discretionary spending tendency. *International Journal of Research in Marketing*, *33*(3), 612-623.
17. Sen, C. K. N. & Kumkale, G. T. (2016) Who does not get screened? A simple model of the complex relationships in mammogram non-attendance. *Journal of Health Psychology*, *21*(12), 2838-2850.
16. Demir, B., & Kumkale, G. T. (2013). Individual differences in willingness to become an organ donor: A decision-tree approach to reasoned action. *Personality and Individual Differences*, *55*, 63-69.
15. Zell, E., Su, R., Li, H., Ho, M., Hong, S., Kumkale, T., Rossier, J, Massoudi, K., Cai, H., Roccas, S., Arce-Michel, J., de Sousa, C., Diaz-Loving, R., Botero, M.M., Mannetti, L., Garcia, C., Carrera, P., Cabalero, A., Ikemi, M., Chan, D., Bernardo, A., Garcia, F., Brechan, I., Maio, G., & Albarracín, D. (2013). Cultural differences in attitudes toward action and inaction: The role of dialecticism. *Social Psychological and Personality Science*, *4*(5), 521-528.
14. Kumkale, G. T., Albarracín, D., & Seignourel, P. (2010). The effects of source credibility in the presence or absence of prior attitudes: Implications for the design of persuasive communication campaigns. *Journal of Applied and Social Psychology*, *40*(6), 1325-1356.
13. Kumkale, G. T. (Feb. 2010). The sleeper effect. In I. B. Weiner & W. E. Craighead (Eds.), *The Corsini Encyclopedia of Psychology* (4th edition, pp. 1613-1614). Hoboken, NJ: Wiley.
12. Handley, I. M., Albarracín, D., Brown, R. D., Li, H., Kumkale, E. C., & Kumkale, G. T. (2009). When the expectations from a message will not be realized: Naive theories can eliminate expectation-congruent judgments via correction. *Journal of Experimental Social Psychology*, *45*, 4, 933-939.

11. Kumkale, G. T., & Albarracín, D. (2008). The sleeper effect in persuasion: An accessibility-
diagnosticity perspective. *Advances in Consumer Research*, 34, 266-270.
10. Kumkale, G. T. (2007). The sleeper effect in persuasion. In W. A. Darity (Ed.), *International
encyclopedia of the social sciences* (2nd Ed. p. 550). Farmington Hills, MI: Macmillan Reference.
9. Kumkale, G. T. (2007). Guttman scaling. In W. A. Darity (Ed.), *International encyclopedia of
the social sciences* (2nd Ed. p. 398-399). Farmington Hills, MI: Macmillan Reference.
8. Cemalcilar, Z., & Kumkale, G. T. (2007). Time orientation. In W. A. Darity (Ed.),
International encyclopedia of the social sciences (2nd Ed. pp.368-369). Farmington Hills, MI:
Macmillan Reference.
7. Albarracín, D., Johnson, B. T., Zanna, M. P., & Kumkale, G. T. (2005). Attitudes: Introduction
and scope. In D. Albarracín, B. T., Johnson, & M. P. Zanna (Eds.), *The handbook of attitudes* (pp.
3-19). Mahwah, NJ: Erlbaum.
6. Kumkale, G. T., & Albarracín, D. (2004). The sleeper effect in persuasion: A meta-analytic
review. *Psychological Bulletin*, 130, 143-172.
5. Albarracín, D., Kumkale, G. T., & Johnson, B. T. (2004). Influences of social power and
normative support on condom use decisions: A research synthesis. *Aids Care*, 16, 700-723.
4. Albarracín, D., Cohen, J. B., & Kumkale, G. T. (2003). When communications collide with
recipients' actions: Effects of post-message behavior on intentions to follow the message
recommendation. *Personality and Social Psychology Bulletin*, 29, 834-845.
3. Albarracín, D., & Kumkale, G. T. (2003). Affect as information in persuasion: A model of affect
identification and discounting. *Journal of Personality and Social Psychology*, 84, 453-469.
2. Albarracín, D., McNatt, P. S., Findley-Klein, C., Ho, R., Mitchell, A., & Kumkale, G. T. (2003).
Persuasive communications to change actions: An analysis of behavioral and cognitive impact in
HIV prevention. *Health Psychology*, 22, 166-177.
1. Gülgöz, S., Kumkale, G. T., Aktunç, M. E., & Eskenazi, T. T. (2000). Designing learnable texts:
The effectiveness of revisions based on a text-processing model. *Document Design: Journal of
Research and Problem Solving in Organizational Communication*, 1, 103-114.

Web of Science, Cited Refs: >430

Google Scholar Citations: >1180

Under Review & Working Papers (* student collaborators)

- * Kumkale, G. T. & Uzun, A. (2017). Mere measurement effect on blood donation attitudes, intentions and behaviors. Working paper.
 - * Gökcel, H. I., & Kumkale, G. T. (2017). Reducing negativity bias and halo effects in performance appraisal settings. Working paper.
 - * Sen, C. K., N., & Kumkale, G. T. (under revision) Sexual orientation and organ donation.
 - * Sen, C. K. N., & Kumkale, G. T., & Baruh, L. (under revision). The influence of past behavior and choice on mammogram intentions.
 - * Nasır, S. & Kumkale, G. T. (2017). Developmental antecedents of the need to belong: Role of parental control and temperament. Working paper.
 - Baruh, L., Sen, C. K. N., & Kumkale, G. T. (2017) Let's not tempt fate: The respective influence of superstition, fatalism and future time-orientation on predicting future health. Working paper.
 - Kumkale, G. T. (2016). The profile of the vulnerable consumer: A data-mining approach to problematic spending. Working paper.
 - Kumkale, G. T. (2016). The role of attitude construction and retrieval in the sleeper effect. Working paper.
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Conference Presentations

- Sen, C.K.N., & Kumkale, G. T. (2017, November). Individual Differences, Personality, and Cancer Screening in Two Cultures. İkinci Sosyal Psikoloji Kongresi. Gazimağusa, Kuzey Kıbrıs Türk Cumhuriyeti.
- Kumkale, G. T., Sen, C.K.N, & Baruh, L (2017, May). Determinants of women's cancer screening decisions in Turkey. Meeting of the APS, Association for Psychological Science. Boston, MA.
- Sen, C.K.N, Baruh, L., Kumkale, G. T. (2017, January). The influence of workforce participation on women's cancer screening in Turkey. Meeting of the Society for Personality & Social Psychology, San Antonio, TX.
- Uzun, A., & Kumkale, G. T. (2016, September). Kan bağışını arttırmaya yönelik bir müdahale çalışması: Soru-davranış etkisi. National Meeting of the Turkish Psychological Association. İzmir.
- Kumkale, G. T., & Uzun, A. (2016, May). Mere measurement effect on blood donation: The role of meta-cognitive processes. Meeting of the APS, Association for Psychological Science. Chicago, IL.

Baruh, L., Kumkale, G. T., Sen, C. K. N (2016, May). The role superstition, fatalism and time-orientation on future health expectations. Meeting of the APS, Association for Psychological Science. Chicago, IL.

Kumkale, G. T. (2016, April). Evidence-based HR-II: Opportunities and challenges awaiting HR departments in the big-data era. Strategic HR Summit, Istanbul.

Baruh, L., Sen, C. K. N, & Kumkale, G. T. (2015, February) Future health prediction avoidance: The role of chronic health, time-orientation and superstition. Meeting of the Society for Personality & Social Psychology, Long Beach, CA.

Sen, C. K. N., Baruh, L., & Kumkale, G. T. (2015, February). The influence of past behavior and self-determination on mammogram intentions. Meeting of the Society for Personality & Social Psychology, Long Beach, CA.

Anlamlier, M. E., & Kumkale, G. T. (2014, October). Coping with Genetic Risks: Effects of Individual Differences in Decision Making for Genetic Testing. Meeting of the Association for Consumer Research, Baltimore, MD.

Sen, C. K. N. & Kumkale, G. T. (2014, August) Identifying women not attending mammogram screenings: A decision tree approach to mammogram compliance profiling. Meeting of the European Health Psychology Society. Innsbruck, Austria.

Dönmez, H. E., Şahin, T., Kömür, A., Sen, C. K. N, Kumkale, G.T., & Ergönül, Ö (2014, March) Improving hand hygiene compliance. Third Symposium of National Health Care Related Infections, Istanbul, Turkey.

Sen, C. K. N. & Kumkale, G. T. (2014, February). Individual differences in mammogram compliance: A decision tree approach. Meeting of the Society for Personality & Social Psychology, Austin, TX.

Demir, B., & Kumkale, G. T. (2013, July). Personality-based segmentation: Decision tree analysis of willingness to become an organ donor. Meeting of the International Society for the Study of Individual Differences, Barcelona, Spain.

Demir, B., & Kumkale, G. T. (2012, April). The role or personality in organ donation decisions. Meeting of the Turkish Psychological Association, 17th Annual Congress of Psychology, İstanbul.

Ercel, E., & Kumkale, G. T. (2012, April). The impact of CSR involvement on individuals' willingness to donate and volunteer. Meeting of the Turkish Psychological Association, 17th Annual Congress of Psychology, İstanbul.

Kumkale,G. T., Demir, B. (2012, February). Individual differences in willingness to become an organ donor: A data-mining approach to reasoned action. Meeting of the Society for Personality and Social Psychology, San Diego, CA.

Demir, B. & Kumkale, G. T. (2011, July). Structure of organ donation attitudes in Turkey: The implications of a data-mining approach to reasoned action for the design of persuasive communications. Thirteenth European Congress of Psychology, Istanbul.

Abi, G. S., Gurhan-Canli, Z., Kumkale, G. T., Yoon, Y (2011, February). Discretionary spending under financial constraints: The role of self-concept clarity and perceived stress. Society for Consumer Psychology Annual Winter Conference. Atlanta, GA.

Kumkale, G. T., Gürhan-Canlı, Z., & Sarial-Abi, Z. G. (2010, February) The profile of the vulnerable consumer: A data-mining approach to problematic spending. Meeting of the Society for Personality & Social Psychology, Las Vegas, NV.

Kumkale, G. T. (2009, January). When do subjective norms matter? A data-mining approach to reasoned action. Meeting of the Society for Personality & Social Psychology, Tampa, FL.

Kumkale, G. T., & Gökcel, H. I. (2008, January). Reducing negativity bias and halo effect in a performance appraisal setting. Meeting of the Society for Personality & Social Psychology, Albuquerque, NM.

Kumkale, G. T., & Albarracín, D. (2007, January). Attitude construction and the sleeper effect. Meeting of the Society for Personality & Social Psychology, Memphis, TN.

Kumkale, G. T., & Albarracín, D. (2006, September). The sleeper effect in persuasion: An accessibility-diagnostics perspective. Meeting of the Association for Consumer Research, Orlando, FL.

Kumkale, G. T., Wood, W., & Carroll, P. (2006, January). Voters as forecasters in presidential elections: A micromodel of partisan identity and working knowledge. Meeting of the Society for Personality and Social Psychology, Palm Springs, CA.

Handley, I. M., Albarracín, D., Brown, R. D., Kumkale, G. T., Kumkale, E., (2004, October). A multi-stage approach to understanding the effects of message-induced affective expectations on affective experience. Meeting of the Society for Experimental Social Psychology, Ft. Worth, TX.

Kumkale, G. T., Albarracín, D., & Poyner-Del Vento, P. (2004, January). Memory organization and the sleeper effect in persuasion. Meeting of the Society for Personality and Social Psychology, Austin, TX.

Albarracín, D., Glasman, L., Wallace, H. M., Kumkale, G. T. (2004, January). Principles of judgment formation and change. Meeting of the Society for Personality and Social Psychology, Austin, TX.

Albarracín, D., & Kumkale, G. T. (2003, October). Sleeper effects: An investigation of memory and the effects of persuasive communications. Meeting of the Society for Experimental Social Psychology, Boston, MA.

- Kumkale, G. T., Albarracín, D., & Johnson, B. T. (2003, May). Influences of population and methodological factors on reasoning in condom use: A research synthesis. Meeting of the American Psychological Society, Atlanta, GA.
- Poyner-Del Vento, P., Kumkale, G. T., & Albarracín, D. (2003, May). A novel kind of the sleeper effect in persuasion. Meeting of the American Psychological Society, Atlanta, GA.
- Albarracín, D., Kumkale, G. T., & Cohen, J. B. (2003, February). When communications collide with recipients' actions: Effects of post-message behavior on intentions to follow the message recommendation. Meeting of the Society for Personality and Social Psychology, Los Angeles.
- Kumkale, G. T., & Albarracín, D. (2003, February). How large and persistent are source credibility effects in persuasion? A meta-analysis of longitudinal studies. Meeting of the Society for Personality and Social Psychology, Los Angeles, CA.
- Albarracín, D., & Kumkale, G. T. (2002, October). Affective influences in persuasion: The role of information identification and discounting. Meeting of the Society for Experimental Social Psychology, Columbus, OH.
- Albarracín, D. & Kumkale, G. T. (2001, October). Affect as information in persuasion. Meeting of the Society for Experimental Social Psychology, Atlanta, GA.
- Albarracín, D., Mitchell, A., McNatt, P.S., & Kumkale, G. T. (2001, February). Change maintenance and decay in response to persuasive communication. Meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Kumkale, G. T., & Albarracín, D. (2001, February). The sleeper effect in persuasion: A meta-analytic review. Meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Kumkale, G. T., & Albarracín, D. (2000, September). Affect identification and discounting in persuasion: Influences on attitudes and beliefs. Meeting of the Northeastern Psychological Association, Storrs, CT.
- Mitchell, A., Kumkale, G. T., & Albarracín, D. (2000, March). The influence of the source of the message in HIV prevention. Meeting of the Southeastern Psychological Association, New Orleans, LA.
- Gülgöz, S., Kumkale, G. T., Aktunç, E., & Eskenazi, T. (1998, December). Text-processing models and research as tools for designing learnable texts. Paper presented at the International Conference on Document Design, Tilburg, The Netherlands.
- Gülgöz, S., Kumkale, G. T., & Aktunç, E. (1998, September). Effects of need for cognition, text coherence, and prior knowledge on learning from texts. Paper presented at the Tenth Congress of the European Society for Cognitive Psychology, Jerusalem, Israel.
- Kumkale, G. T., Aktunç, E., Eskenazi, T., & Gülgöz, S. (1998, September). The effects of motivational orientations, prior knowledge, text structure and need for cognition on learning from texts. Paper presented at the Tenth Annual Congress of Psychology, Ankara.

Aktunç, E., Kumkale, G. T., Eskenazi, T., & Gülgöz, S. (1998, September). Interaction between texts and the effects of text structure on learning. Paper presented at the 10th Annual Congress of Psychology, Ankara.

Eskenazi, T., & Aktunç, E., Kumkale, G. T., & Gülgöz, S. (1998, September). Text structure and reading behavior relationship. Paper presented at the Annual Congress of Psychology, Ankara.

Stanton, J. M., Daniels, C. D., & Kumkale, G. T. (1998, August). Development and application of an instrument to measure privacy expectations in the workplace. Poster presentation at the 24th International Congress of Applied Psychology, San Francisco, CA.

Gülgöz, S., Kumkale, G. T., & Aktunç, E. (1998, July). The effects of text coherence, need for cognition, and prior knowledge on situation models. Paper presented at the Eight Annual Meeting of the Society for Text and Discourse, Madison, WI.

Aktunç, E., Kumkale, G. T., Eskenazi, T., & Gülgöz, S. (1998, May). The effects of reading science fiction on the comprehension of expository texts. Paper presented at the Fourth National Congress of Psychology Students, Samsun.

Teaching Experience

- Attitudes, Persuasion, and Social Influence (Duke Univ., Koç Univ., Kadir Has University)
- Introduction to Psychology (Koç University, Kadir Has University)
- Psychological Testing and Measurement (Koç University, Kadir Has University)
- Social Psychology (University of Florida, Koç University)
- Research Methods in Behavioral and Social Sciences (Koç University)
- Research Methods Lab in Social Psychology (University of Florida)
- Personality Theories (Koç University, Kadir Has University)
- Meta-Analysis (Koç University)
- Advanced Social Psychology (Kadir Has University)
- Health Behavior Prediction and Change (Kadir Has University)
- History of Psychology (Kadir Has University)

Short Courses and Workshops:

- Meta-Analysis
- Persuasive Design
- Persuasive Communications: Dealing with Resistant Audiences
- Human Nature and Motivation
- HR Analytics and Machine Learning Applications

Graduate Student Training

- Celia Naivar Sen (PhD Social Psychology, 2015, Koç University; thesis advisor)
- Pınar Uğurlar (PhD Social Psychology, 2017; METU; committee member)
- Sıla Derviş Demir (Phd Social Psychology, 2017; METU; committee member)
- Başar Demir (PhD Social Psychology, 2017; METU; committee member)
- Aylin Uzun (MA Social Psychology, 2015, Koç University; thesis advisor)
- Eda Anlamlier (MA Social Psychology, 2014, Koç University; thesis advisor)
- Selen Küçükarslan (MA Social Psychology, 2014, Koç University; thesis advisor)
- Başar Demir, (MA Social Psychology, 2012, Koç University; thesis advisor)
- Şebnem Nasır (MA Social Psychology, 2013, Koç University; thesis advisor)
- İrem Gökçel (MA IOP, 2007 Koç University; thesis advisor)
- Lale Okyay Ata (current PhD Marketing, Koç University, committee member)
- Emine Mavi (current PhD Marketing, Koç University, committee member)
- Başar Demir, (PhD Social Psychology, 2017; METU; committee member)
- Uzay Dural (PhD Org.Beh, 2016, Sabancı University; committee member)
- Sıla Derviş Demir (MA Social Psychology, 2015, METU; committee member)
- Yasemin Görür (MA Social Psychology, 2014, Koç University, committee member)
- Eda Sayın (PhD Marketing, 2014, Koç University, committee member)
- Gülen Sarıal-Abi (PhD Marketing, 2013, Koç University, committee member)
- Timuçin Aktan (PhD Psychology, 2012 ODTU, committee member)
- Didem Işık, (MA Social Psychology, 2012 Koç University, committee member)
- Gamze Arman (MA IOP, 2008 Koç University, committee member)
- Meriç Esen (MA IOP, 2008 Koç University, committee member)

Service to the Field and the Department

KHAS, Department of Psychology, Department Chair (May 2017-present).
Editorial Board Member, Psychological Bulletin, November 2015- present
Editorial Board Member, Turkish Journal of Psychology, August 2008-present
Tübitak- Scientific and Technological Research Council of Turkey- Grant Panel Member
European Congress of Psychology, Organizing Committee member (2009-2011)
Türk Psikologlar Derneği, Ulusal Psikoloji Kongresi, Bilim Komitesi
KHAS, Department of Psychology, Double major, Minor coordinator
Koc Univ, Institutional Research Ethics Board Member- Noninvasive Clinical Trials
Koc Univ, Department of Psychology, Bologna Coordinator

Journal Reviewing

Aids and Behavior
Annals of Behavioral Medicine
Basic and Applied Social Psychology
British Journal of Health Psychology
European Journal of Social Psychology
Health Psychology
Journal of Applied Social Psychology
Journal of Experimental Social Psychology
Journal of Personality
Journal of Public Policy and Marketing
Journal of Social Psychology
Media Psychology
Personality and Social Psychology Review
Psychological Bulletin (Editorial Board Member)
Social and Personality Psychology Compass
Social Science & Medicine
Türk Psikoloji Dergisi
Türk Psikoloji Yazıları