PROMOTION RECOMMENDATION
The University of Michigan
College of Literature, Science, and the Arts

Allison N. Earl, assistant professor of psychology, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of psychology, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:
Ph.D.   2012   University of Illinois, Urbana-Champaign
M.S.   2007   University of Florida
B.S.   2004   University of Florida
B.A.   2004   University of Florida

Professional Record:
2014 – present   Faculty Affiliate, Department of Communication and Media, University of Michigan
2012 – present   Assistant Professor, Department of Psychology, University of Michigan
2012 – present   Faculty Associate, Research Center for Group Dynamics, Institute for Social Research, University of Michigan

Summary of Evaluation:
Teaching – Professor Earl is an outstanding instructor who teaches important courses in the Psychology curriculum, whose courses are in high demand, and who receives excellent student evaluations. She regularly teaches the large undergraduate "Introduction to Social Psychology" course and the graduate seminars "Attitudes and Social Cognition" and "Health in Context." All of these courses are important to the psychology curriculum, and "Social Psychology" is indispensable. Professor Earl's student evaluations have always been outstanding. She has also chaired five dissertation committees, co-chaired one, and served on thirteen others. Her students have twice nominated her for the department's Distinguished Graduate Mentor Award and her most senior student has already received five job offers. Her strong student letters unanimously attest to Professor Earl's excellence in teaching and mentoring.

Research – Professor Earl studies psychological responses to health messages—e.g., why people sometimes ignore important health-related information, and how health messaging can be modified to make it more effective. She uses an interdisciplinary approach that includes collecting surveys, conducting lab experiments, performing meta-analyses, and observing people in real-world settings. Professor Earl showed that African Americans pay the least attention to HIV information even though they are most at risk, and she has demonstrated a similar finding in overweight people. She has also demonstrated that being targeted by virtue of your race decreases rather than increases attention to the message. She recently extended her research on messaging into the domain of politics, showing that people are more likely to pay attention to political messages that are consistent with their own beliefs. Professor Earl has published articles in some of the top journals in her field, has been named a fellow of the Midwestern Psychological Association, and was elected to the Society of Experimental Social Psychology (a

rare honor for an assistant professor). Her publication rate and impact have both increased substantially in the last few years, which bodes well for her future impact.

Recent and Significant Publications:
"Effect of extraneous affect on health message reception," with K. J. Takahashi, *Personality and Social Psychology Bulletin*, in press.

"Targeting increases the weight of stigma: Leveraging relevance backfires when people feel judged," with V. Derricks, *Journal of Experimental Social Psychology*, 82, 2019, pp. 277-93.

"Motivational influences on attitudes," with M. P. Hall in Handbook of Attitudes, 2nd edition, D. Albarracín and B. T. Johnson (eds.), 2019, pp. 377-403, New York, NY: Taylor and Francis.

"Seeing more and eating less: Effects of portion size granularity on the perception and regulation of food consumption," with N. A. Lewis Jr., *Journal of Personality and Social Psychology*, 114, 2018, pp. 786-803.

Service – Professor Earl has served on the Executive Committees in the Department of Psychology and in the Research Center for Group Dynamics, and she has served on additional departmental committees, including a faculty search committee and the Graduate Admissions Committee. She has also served on the Student Academic Affairs Committee and the Diversity Committee. Externally, she serves on the editorial board of a top-tier journal (*Psychological Bulletin*) and has been invited to guest edit a special issue for another top journal (*Journal of Experimental Social Psychology*), and she helped organize a major preconference in her field.

External Reviewers:
Reviewer (A)
"Dr. Earl is a brilliant and dedicated scholar who has published extensively in…the field of attitudes and persuasion. …Dr. Earl is among the best scholars of her generation and has shown great leadership in the field. … All in all, her accomplishments suggest that she is well on her way toward becoming a national leader in the field of attitudes."

Reviewer (B)
"Her research is focused and programmatic while also examining a range of different topics within and outside the health domain. This pattern of multiple research foci tied together by some deeper foundational interests is one that I often recognize in the work of the best and most productive scholars. Her work is strong methodologically and becoming more theoretically rich and coherent as it matures. She seems to be well positioned for increasing productivity and impact in the future."

Reviewer (C)
"…her scholarship regularly tackles issues that are major topics in public health and health psychology, such as weight stigma and HIV prevention, while grounding the work strongly in social psychological theories of motivation, cognition, attitudes, and attitude change. Her research does not simply identify what works and what does not; it also illuminates why these effects do or do not occur. In my opinion, she is one of the most effective scholars in her cohort in her ability to blend these different perspectives so productively."

Reviewer (D)

"…I view the rare combination of basic science/theoretical advancement and true real-world relevance as strengths that are hallmarks of Michigan's brand; combined with the service, teaching and mentoring that Professor Earl has done…[her] work is an especially important asset to the Department/University and society more broadly."

Reviewer (E)

"In addition to her excellent formal teaching, Dr. Earl also has a very strong record in mentoring graduate students. She has chaired 5 dissertation committees, co-chaired another, and served on 13 others. Her students…are clearly well trained and productive and I note that this is not an accident. Here we see, very clearly, Dr. Earl's hand in combining scholarship and mentoring in the best way possible. I note that the outlets that her lab publishes in…are among the most prominent in our field."
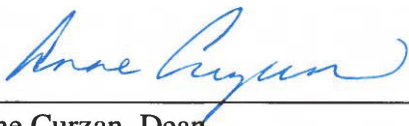
Reviewer (F)

"I was particularly impressed with Allison's ability to publish in top journals in social and health psychology… Her research, which is clearly the type of scholarship to which funders such as NIH will be drawn, is methodologically rigorous and theoretically important."

Reviewer (G)

"Overall, I like this program of research a lot. It represents a good mix of theoretical advances with applied implications as well as generation of interesting questions for future research."

Summary of Recommendation:

Professor Earl has made numerous important contributions in research, and given her high productivity in recent years, the impact will only increase. She is an outstanding teacher and mentor of both undergraduate and graduate students, and her service has surpassed the expectations for an assistant professor, both in the department and in her field. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Assistant Professor Allison N. Earl be promoted to the rank of associate professor of psychology, with tenure, College of Literature, Science, and the Arts.

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Anne Curzan, Dean
Geneva Smitherman Collegiate Professor of
English Language and Literature, Linguistics,
and Education
Arthur F. Thurnau Professor
College of Literature, Science, and the Arts

May 2020