

WPA Life Achievement Award

This award recognizes the lifetime of outstanding achievements in teaching, research, and professional involvement by a WPA member.

2016 WPA Lifetime Achievement Award

Robert B. Cialdini, Arizona State University



Robert Cialdini, Regents Professor Emeritus of Psychology and Marketing at Arizona State University, is this year's recipient of the WPA's highest award, the Life Achievement Award, which recognizes a lifetime of outstanding achievements in teaching, research, and professional contributions.

Dr. Cialdini is one of the world's top researchers and experts in the science of persuasion, social influence, and negotiation. His definitive books, such as *Influence: Science & Practice*, have amazed and enchanted generations of students, while significantly advancing the classic theories and contemporary studies of social influence. Professor Cialdini has also always been generous with his time in support of the Western Psychological Association in its mission of disseminating cutting-edge, high-quality scholarship, and in training and inspiring psychology students. He is a past recipient of the WPA Outstanding Teaching Award.

Dr. Cialdini frequently directs his efforts toward the effective use of social psychology in promoting social welfare (such as in environmental conservation), developing self-discipline, promotion of corporate ethics, and to the resistance of exploitive influence techniques. His career provides a truly outstanding example of how to combine world-class research, highly influential teaching, and real-world consulting to advance psychology while educating students, policy-makers, and leaders across disciplines

The Western Psychological Association is proud to honor Dr. Robert Cialdini with the 2016 WPA Lifetime Achievement Award.

Robert Cialdini, Regents Professor Emeritus of Psychology and Marketing at Arizona State University, is this year's recipient of the WPA's highest award, the Life Achievement Award, which recognizes a lifetime of outstanding achievements in teaching, research, and professional contributions.

Dr. Cialdini is one of the world's top researchers and experts in the science of persuasion, social influence, and negotiation. His definitive books, such as *Influence: Science & Practice*, have amazed and enchanted generations of students, while significantly advancing the classic theories and contemporary studies of social influence. Professor Cialdini has also always been generous with his time in support of the Western Psychological Association in its mission of disseminating cutting-edge, high-quality scholarship, and in training and inspiring psychology students. He is a past recipient of the WPA Outstanding Teaching Award.

Dr. Cialdini frequently directs his efforts toward the effective use of social psychology in promoting social welfare (such as in environmental conservation), developing self-discipline, promotion of corporate ethics, and to the resistance of exploitive influence techniques. His career provides a truly outstanding example of how to combine world-class research, highly influential teaching, and real-world consulting to advance psychology while educating students, policy-makers, and leaders across disciplines

The Western Psychological Association is proud to honor Dr. Robert Cialdini with the 2016 WPA Lifetime Achievement Award.

2015 Peter Bentler
2014 Stanley Sue
2013 Elliot Aronson
2012 Barbara Tabachnick
2011 Gordon Bower
2010 Philip G. Zimbardo
2009 Robert Rosenthal
2008 Richard Thompson
2007 Irwin Sarason
2006 James McGaugh
2005 Joseph Matarazzo
2004 Eleanor Maccoby
2003 Albert Bandura
2002 Harold H. Kelley
2001 Theodore Sarbin
1996 M. Brewster Smith