

WPA Life Achievement Award

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

2018 WPA Lifetime Achievement Awards

Elizabeth Loftus, University of California, Irvine



Dr. Elizabeth Loftus is Distinguished Professor at the University of California - Irvine. She holds faculty positions in two departments: Psychology & Social Behavior; and Criminology, Law & Society. She is also Professor of Law.

She received her Ph.D. in Psychology from Stanford University. Since then, she has published 22 books (including the award winning *Eyewitness Testimony*) and over 500 scientific articles. Loftus's research of the last 40 years has focused on the malleability of human memory. She has been recognized for this research with 7 honorary doctorates and election to the Royal Society of Edinburgh, the American

Philosophical Society, and the National Academy of Sciences. She is past president of the Association for Psychological Science, American Psychology-Law Society, and (twice) the Western Psychological Association.

Christina Maslach, University of California, Berkeley



Dr. Christina Maslach is Professor of Psychology (Emerita) and a researcher at the Healthy Workplaces center at the University of California, Berkeley. She received her A.B. in Social Relations from Harvard (1967) and her Ph.D. in Social Psychology from Stanford (1971).

She has conducted both laboratory and field research in a number of areas within social and health psychology. However, she is best known as the pioneering researcher on job burnout, producing the standard assessment tool, books, and award-winning articles. Some of her other awards are: Fellow of the AAAS (1991 – "For groundbreaking work on the applications of social psychology to contemporary problems"), Professor of the Year (1997), and the 2017 Application of Personality and

Social Psychology Award.

Dr. Maslach served as president of the Western Psychological Association in 1988-89, and helped negotiate an historic first joint convention of WPA and the Rocky Mountain Psychological Association in Reno, Nevada. She has also served on the WPA Council of Representatives, and have been a regular contributor to many convention events. She will serve as co-chair, along with her husband, Dr. Phil Zimbardo, on the WPA 100th Celebration Planning Committee, ahead of the 2020 WPA Conference that will be held in San Francisco.

2017 WPA Lifetime Achievement Award

Shelley Taylor, University of California, Los Angeles



Dr. Shelley E. Taylor has had a long and distinguished career in psychology. After receiving her Ph.D. in social psychology from Yale University in 1972, she was one of the foremost authorities in social cognition. She was even selected to receive an American Psychological Association Distinguished Scientific Award for an Early Career contribution to Psychology because of her work in this area. However, this bold psychologist decided to change focus and to specialize in the budding field of health psychology, and the textbook she wrote in this

area is one of the staples in the field. From her work in health psychology, she continued to deepen her interests in subsets of this area, such as providing social support, the benefits of a nurturing environment, and her current main interest of socioemotional support.

Dr. Taylor has received numerous awards for her work besides the APA Early Career Award, such as the Donald Campbell Award for Distinguished Scientific Contribution to the Field of Social Psychology, the Distinguished Scientific Contribution Award from APA, the Thomas M. Ostrom Award for Outstanding Lifetime Contributions to Theory and Research in Social Cognition, the Distinguished Scientist Award from the Society of Experimental Social Psychology, the Lifetime Achievement Award from APA, and election to the National Academy of Sciences. Throughout the years, Dr. Taylor has published over 500 articles, chapters, and books. She was the co-editor of the very influential Annual Review of Psychology along with her influential textbook in health psychology, now in its 9th edition and other books of note.

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.

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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