

Iris Žeželj is an assistant professor of Social perception and interaction, Socialization and Research in Social psychology at Department of Psychology, Faculty of philosophy, Belgrade University. She teaches courses on undergraduate and masters level and currently supervises 9 masters and 4 PhD theses. She gained her Diploma, Magisterium and PhD at the Belgrade University, all with the highest honors. Her main area of interest is social cognition, specifically biases in memory, self-knowledge and group perception. She has lead, co-lead and participated in research projects that have focused on attitudes and attitude change (implicit attitudes, attitude change in health domain), stereotyping and prejudice, intergroup relations and social identity, including: Focus Balkans project funded by EC FP7 that focused on exploring and changing health related attitudes, especially dietary habits, Project Implicit lead by Harvard University and University of Virginia that develops techniques to assess implicit attitudes, COST IS1205 that focused on exploring the role of collective memory for intergroup relations in enlarged EU, The effect of Ingroup Reprehensible Actions lead by The New School of Social Research. She published her work British Journal of Social Psychology, Social Psychology, Journal of Applied Social Psychology, Appetite and wrote chapters in the books published by international publishers such as Springer. She is an associate editor in the journal Psihologija and ad hoc reviewer for a number of international academic journals. She is a full member of European Association for Social Psychology (EASP), Association for Psychological Science (APS) and International Society for Political Psychology (ISPP).

GRANTS AND INTERNATIONAL PROJECTS

Social identity complexity in Western Balkan Youth 2014-present

Grant from RRP Program of University of Freiburg

<http://www.rrpp-westernbalkans.net/en/research/Current-Projects>

COST Action IS1205 2012-present

Social psychological dynamics of historical representations in the enlarged European Union

<http://costis1205.wix.com/>

Replications of Important Results in Social Psychology. 2013-present

Grant from Center for Open Science, Charlottesville, VA

<https://osf.io/hxeza/wiki/about/>

The effect of Ingroup Reprehensible Actions 2011-2012

Partner in project lead by The New School of Social Research

Project Implicit Serbia 2009-present

Partner in project lead by Harvard University and University of Virginia

<https://implicit.harvard.edu/implicit/serbia/>

Focus Balkans Project (financed within FP7 , KBBE 2007 1, GA 212579) 2007-2012

www.focus-balkans.org

INTERNATIONAL ACADEMIC COLLABORATION

Utrecht University (IS COST 1205, Authochtony)

VU University, Amsterdam (Disgust, ideology and out-group attitudes)

University of Virginia, Eindhoven University of Technology (Project Replication)

Harvard University, University of Virginia (Project Implicit)

Newcastle University, Wageningen University (FOCUS Balkans)

The New School of Social Research (The effect of Ingroup Reprehensible Actions)

Union college, Yale University (Negative Attitude Framing)

Leiden University (Political Cynicism)

SELECTED PUBLICATIONS

Žeželj, I., Ćirović, I., & Jošić, S. (in press). How contact shapes implicit and explicit preferences: Attitudes toward Roma children in inclusive and non-inclusive environment. *Journal of applied social psychology*.

- Žeželj, I., & Jokić, B. (2014).** Replication of experiments evaluating impact of psychological distance on moral judgment (Eyal, Liberman & Trope, 2008; Gong & Medin, 2012). *Social psychology, 45*, 223-231.
- Bizer, G. Y., **Žeželj, I. L., & Luguri, J. B. (2013).** When are support and opposition not opposites? Depth of processing as a moderator of the valence-framing effect. *British Journal of Social Psychology, 52*, 191-201.
- Žeželj, I., Milošević, J., Stojanović, Ž., & Ognjanov, G. (2012).** Motivational and informational bases of attitudes towards functional food. *Appetite, 59*, 960-967.
- Milošević, J., **Žeželj, I., Gorton, M., & Barjolle, D. (2012).** Understanding the motives for food choice in Western Balkan countries. *Appetite, 58*, 205-214.