Perspectives Article Wins 2011 Best Paper Award

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A paper published in *Perspectives on Psychological Science*, "The situated inference model: An integrative account of the effects of primes on perception, behavior, and motivation" was awarded the 2011 Best Paper Award from the International Social Cognition Network.

In the article, authors Chris Loersch (University of Missouri, Columbia) and Keith Payne (University of North Carolina at Chapel Hill) introduce the *situated inference model of priming*, which suggests that a prime's separate effects on judgment, action, and motivation can all be produced through the same basic process.

According to Melissa Ferguson, Cornell University, the paper was selected among numerous excellent submissions. "We all felt that the paper offers a decisive theoretical advance for our understanding of priming," she said. "As such, the paper exemplifies, in an outstanding fashion, the value of the social cognition approach for social psychological research."

The research from this study will be presented in the upcoming Social Cognition preconference at the Society for Personality and Social Psychology meeting January 17, 2013 in New Orleans, LA.

Loersch, C. & Payne, B.K. (2011). The situated inference model: An integrative account of the effects of primes on perception, behavior, and motivation. *Perspectives on Psychological Science,* 6 (3), 234-252. DOI: 10.1177/1745691611406921