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VITA

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Education

B.S.: City College of New York, 1964
Ph.D.: Princeton University, 1967

Occupational Experience

Assistant Professor of Psychology – Temple University; September, 1967
Associate Professor of Psychology – Temple University; May, 1974
Professor of Psychology – Temple University; May, 1984

Administrative Positions

Director, Division of Experimental Psychology; September 1983 – June 1986
Director, Psychology Department Honors Program; September 1984 – June 1986
Chair, Psychology Department; July 1986 – June 1989
Director, Division of Cognitive Psychology; June 1989 – August 1991
Director, Introductory Psychology; June 1999 – present
Director, Graduate Program in Cognitive Psychology; June 2001 – December 2001
Director, Graduate Program in Brain, Behavior, and Cognition; January 2002 – June 2007
Director of Graduate Studies; July 2007 – present

Teaching Experience

Cognition (Undergraduate and graduate)
Research Methods in Cognition (Undergraduate)
Statistics (Undergraduate)
Creativity (Undergraduate and graduate)
Consciousness and Thought (Undergraduate and graduate)
Language, Metaphor, and Thought (Undergraduate)
Developmental Psychology (Undergraduate)
Personality (Undergraduate)
Introduction to Scientific Thinking in Psychology (Undergraduate)
Introduction to Psychology as a Social Science
Introduction to Psychology as a Natural Science

Publications

Books

Weisberg, R. W. & Reeves, L. M. *Cognition: From memory to creativity*. Under contract with John Wiley Publishers; expected publication 2009.

Weisberg, R. W. (2006). *Creativity: Understanding innovation in problem solving, science, invention, and the arts*. Hoboken, NJ: John Wiley.

Weisberg, R. W. (1993). *Creativity: Beyond the myth of genius*. New York: Freeman.
This book has also been published in German, Italian, and Spanish.

Weisberg, R. W. (1986). *Creativity: Genius and other myths*. New York: Freeman.
This book has also been published in Japanese, German, Italian, and Spanish. Chapter 5 reprinted in J. Richardson (Ed.). (1988). *Windows on creativity and invention*. Mt. Airy, MD: Lomond Publishers.

Weisberg, R. W. (1980). *Memory, thought, and behavior*. New York: Oxford.

Chapters

Weisberg, R. W. (In press). On “Out-of-the-Box” thinking in creativity. In A. Markman (Ed.), *Tools for innovation*. New York: Oxford.

Weisberg, R. W. (2006). Expertise and reason in creative thinking: Evidence from case studies and the laboratory. In J. C. Kauffman & J. Baer (Eds.), *Creativity and reason in cognitive development* (pp. 7 – 42). New York: Cambridge University Press.

Weisberg, R. W. (2006). Modes of expertise in creative thinking: Evidence from case studies. In K. A. Ericsson, N. Charness, P. Feltovich, & R.R. Hoffman, R. R. (Eds.), *Cambridge handbook of expertise and expert performance* (pp. 761 – 787). Cambridge, UK: Cambridge University Press.

Folio, C. J. & Weisberg, R. W. (2005). Billie Holiday’s art of paraphrase: A study inconsistency. In M. Jablonski (Ed.), *New musicology*. Poznan, Poland: Poznan University Press. Invited chapter.

Weisberg, R. W. (2003). Case studies of innovation. In L. Shavinina (Ed.), *International handbook of innovation* (pp. 204-247). Boston: Pergamon.

Weisberg, R. W. (1999). Creativity and knowledge: A challenge to theories. In R. J. Sternberg (Ed.), *Handbook of creativity*. New York: Cambridge University Press.

Weisberg, R. W. (1995). Case studies of creative thinking: Reproduction versus restructuring in the real world. In S. Smith, T. B. Ward, & R. A. Finke (Eds.), *The creative cognition approach*. Cambridge, MA: MIT Press.

- Weisberg, R. W. (1995). Prolegomena to theories of insight in problem solving: Definition of terms and a taxonomy of problems. In R. J. Sternberg & J. E. Davidson (Eds.). *The nature of insight*. Cambridge, MA: MIT Press.
- Weisberg, R. W. (1995). Training creativity in the corporation: The view from the psychological laboratory. In C. M. Ford & D. A. Gioia (Eds.). *Creative action in organizations*. Thousand Oaks, CA: Sage Publications
- Weisberg, R. W. (1988). Problem solving and creativity. In R. Sternberg (Ed.). *The nature of creativity* (pp. 148 – 176). New York: Cambridge University Press.
- Pepicello, W., & Weisberg, R. (1983). Psycholinguistics of humor. In J. Goldstein & P. McGhee (Eds.). *Handbook of humor research. Volume 1. Basic issues* (pp. 59 – 83). New York: Springer-Verlag.

Peer-Reviewed Papers

- Hass, R. & Weisberg, R. W. (2008, in press). Career development in two seminal American songwriters: A test of the equal-odds rule. *Creativity Research Journal*.
- Drabick, D. A. G., Weisberg, R., Paul, L., & Bubier, J. L. (2007). Keeping it short and sweet: Brief, ungraded writing assignments facilitate learning. *Teaching of Psychology, 34*, 172-176.
- Weisberg, R. W., & Hass, R. (2007). We are all partly right: Comment on Simonton. *Creativity Research Journal, 19*, 345-360.
- Weisberg, R. W., Brickman, A., Dick, A., Fleck, J. I., Niederberg, B., Folio, C., & Barrett, F. (2005). Verso un'analisi cognitiva della creatività in musica: l'improvvisazione nel jazz. (A quantitative analysis of musical creativity: Improvisation in jazz.) *Rivista di Analisi e Teoria Musicale, 2*, 35-57.
- Chrysikou, E. G., & Weisberg, R. W. (2005). Following the wrong footsteps: fixation effects of pictorial examples in a design problem-solving task. *Journal of Experimental Psychology: Learning, Memory, and Cognition, 31*, 1134-1148.
- Fleck, J. I. & Weisberg, R. W. (2004). The use of verbal protocols as data: An analysis of insight in the candle problem. *Memory & Cognition, 32*, 990-1006.
- Rich, J. & Weisberg, R. W. (2004). Creating *All in the Family*: A case study in creative thinking. *Creativity Research Journal, 16*, 247 – 259.
- Ramey, C. J. & Weisberg, R. W. (2004). The ‘poetical activity’ of Emily Dickinson: A further test of the hypothesis that affective disorders foster creativity. *Creativity Research Journal, 16*, 173 – 185.

- Weisberg, R. W. (2004). On structure in the creative process: A quantitative case-study of the creation of Picasso's *Guernica*. *Empirical Studies in the Arts*, 22, 23 – 54.
- Shapiro, P. J. & Weisberg, R. W. (2000). Positive affect and creativity: Symptom of psychopathology or component of creative process? *Bulletin of Psychology and the Arts* (APA: Division 10), 1, 58 – 61. Invited paper for special issue: *Creativity and Psychopathology*.
- Shapiro, P. J. & Weisberg, R. W. (1999). Creativity and bipolar diathesis: Common behavioral and cognitive components. *Cognition and Emotion*, 13, 741 – 762.
- Weisberg, R. W. (1998). Creativity and practice. *Behavioral and Brain Sciences*, 21, 429 – 430.
- Weisberg, R. W. (1996). Causality, quality, and creativity: A reply to Repp. *Psychological Science*, 6.
- Weisberg, R. W. (1994). The creative mind versus the creative computer. *Behavioral and Brain Sciences*, 17, 555 – 557.
- Weisberg, R. W. (1994). Genius and madness? A quasi-experimental test of the hypothesis that manic-depression increases creativity. *Psychological Science*, 5, 361 – 367.
- Reeves, L. M. & Weisberg, R. W. (1994). Models of analogical transfer in problem solving. *Psychological Bulletin*, 116, 381 – 400.
- Reeves, L. M., & Weisberg, R. W. (1993). On the concrete nature of human thinking: Content and context in analogical transfer. *Educational Psychology*, 13, 245 – 258. (Invited paper; part of special issue on thinking.)
- Reeves, L. M. & Weisberg, R. W. (1993). Abstract versus concrete information as the basis for transfer in problem solving: Comment on Fong and Nisbett (1991). *Journal of Experimental Psychology: General*, 122, 125 – 128.
- Weisberg, R. W. (1992). Metacognition and insight during problem solving: Comment on Metcalfe. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 18, 426 – 431.
- Martin, N., Weisberg, R., & Saffran, E. (1989). Variables influencing the occurrence of naming errors: Implications for models of lexical retrieval. *Journal of Memory and Language*, 28, 462 – 485.
- Spencer, R. M. & Weisberg, R. W. (1986). Context-dependent effects on analogical transfer during problem solving. *Memory & Cognition*, 14, 442 – 449.
- Weisberg, R. W. & Alba, J. W. (1982). Problem solving is not like perception: More on Gestalt theory. *Journal of Experimental Psychology: General*, 111, 326 – 330.

- Weisberg, R. W. & Alba, J. W. (1981). Gestalt theory, insight, and past experience: A reply to Dominowski. *Journal of Experimental Psychology: General*, *110*, 199 – 203.
- Weisberg, R. W. & Alba, J. W. (1981). An examination of the alleged role of “fixation” in the solution of several “insight” problems. *Journal of Experimental Psychology: General*, *110*, 169 – 192.
- Fink, T. E. & Weisberg, R. W. (1981). The role of phonemic information in the solution of anagrams. *Memory & Cognition*, *9*, 402 – 410.
- Chromiak, W. & Weisberg, R. (1981). The role of the object concept in visual tracking: Child-like errors in adults. *Journal of Experimental Child Psychology*, *32*, 531 – 543.
- Weisberg, R. W. (1981). Competence, performance, and ignorance. *Behavioral and Brain Sciences*, *4*, 356 – 358.
- Weisberg, R. W., DiCamillo, M., & Phillips, D. (1978). Transferring old associations to new problems: A non-automatic process. *Journal of Verbal Learning and Verbal Behavior*, *17*, 219 – 228.
- Weisberg, R. & Suls, J. M. (1973). An information-processing model of Duncker’s candle problem. *Cognitive Psychology*, *4*, 255 – 276.
- Weisberg, R. (1973). Short-term semantic storage of sentences. *Journal of Experimental Psychology*, *101*, 381 – 383.
- Weisberg, R. (1971). On sentence storage: The influence of syntactic versus semantic factors on intra-sentence word associations. *Journal of Verbal Learning and Verbal Behavior*, *10*, 631 – 644.
- Suls, J. & Weisberg, R. (1970). Processing syntactically ambiguous sentences. *Journal of Experimental Psychology*, *86*, 112 – 114.
- Weisberg, R. (1969). Sentence processing assessed through intra-sentence word associations. *Journal of Experimental Psychology*, *82*, 332 – 338.
- Glucksberg, S. & Weisberg, R. (1966). Verbal behavior and problem solving: Some effects of labeling in a functional fixedness task. *Journal of Experimental Psychology*, *71*, 659 – 664.
- Glucksberg, S., Krauss, R., & Weisberg, R. (1966). The development of communication in children. I. Method and some preliminary findings. *Journal of Experimental Child Psychology*, *3*, 333 – 342.

Papers Submitted or in Preparation

Weisberg, R. W., Buonanno, J., & Israel, P. *Edison and the electric light: A case study in technological creativity.*

Fleck, J. I., & Weisberg, R. W. *Are all insight problems created equal? The search for the prototypical insight problem.*

Edited Proceedings, Popular Articles, and Reviews

Weisberg, R. W., Brinkman, A. R., Folio, C. J., Dick, A., Fleck, J. I., Niederberg, B., & Barrett, F. (2004). Toward a Cognitive Analysis of Creativity: Improvisation in Jazz. *Proceedings of Conference on Interdisciplinary Musicology*; Graz, Austria, 15 – 18 April 2004.

Fleck, J. I. & Weisberg, R. W. (2003). The use of verbal protocols in the study of insight [Abstract]. *Proceedings of the 25th Annual Conference of the Cognitive Science Society*, 1343.

Yantorno, R. E., Terlecki, M., Newcombe, N., Weisberg, R. W., & Liu, C.-T. (2003). From School to Work – Impedance Mismatch? *Proceedings of the Fall 2003 American Society for Engineering Education Middle Atlantic Section Conference.*

Chryssikou, E. G., & Weisberg, R. W. (2003). The use of pictorial examples in problem solving: Fixation in a design-related task [Abstract]. *Proceedings of the 25th Annual Conference of the Cognitive Science Society*, 1327.

Weisberg, R. W. (2001). An edifice built on sand? Review of *Origins of genius*, by D. K. Simonton. *Contemporary Psychology*.

Weisberg, R. W. (1992). Review of *Creative cognition. Theory, research, and applications*. By R. Finke, T. Ward, and S. Smith. *American Scientist*.

Weisberg, R. W. (1992). The value(?) of art in the laboratory. *R&D Innovator*, 1(4), 1 – 3.

Weisberg, R. W. (1986, October 12). The myth of creativity. *Newsday. Ideas*, pp. 1, 10, 11.

Goldstein, D., Weinraub, M., & Weisberg, R. (1986). A mixed bag of books. *Contemporary Psychology*, 31, 128 – 130. (Book review)

Weisberg, R. (1971). Influence of previously established associations on the storage of simple active sentences. *Proceedings of the 79th APA Convention*, 55 – 56.

Weisberg, R. (1971). Semantic factors in the storage of sentences in children. *Proceedings of the 79th APA Convention*, 53 – 54.

Gever, B., & Weisberg, R. (1970). Spontaneous verbalization of children during problem solving: Effects of task difficulty, age, and social class. *Proceedings of the 78th APA Convention*, 297 – 298.

Ross, D., Weisberg, R., & Beller, E. K. (1970). Syntactical mediation of paired-associate learning in preschool children: Influence of semantic integration. *Proceedings of the 78th APA Convention*, 301 – 302.

Weisberg, R. & Suls, J. (1969). Some factors influencing solution of the candle problem. *Proceedings of the 77th APA Convention*, 77 – 78.