

E.J. Masicampo

Associate Professor of Psychology at Wake Forest University

Winston-Salem, NC, US

Masicampo's research focuses on willpower, goal setting, and the psychology behind resisting temptation.

Biography

E. J. Masicampo's research focuses on the psychology behind resisting temptation, making difficult decisions, and reaching goals. From keeping New Year's resolutions to making moral judgments, Masicampo explores "effortful mental processes" and how they work. His research can be applied to everything from professional development to dieting to establishing a fitness routine to developing better study habits. Based on his research, he can explain how willpower works and what strengthens or weakens it. He studies how making plans can help achieve goals and can describe the essential elements of a successful plan.

Masicampo has been interviewed by several media outlets, including The Economist, Forbes, and the Atlanta Journal Constitution. His studies have been published in leading academic journals, including Psychological Science, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, and Psychological Review.

Masicampo's work applies to setting and reaching academic and personal goals. It also has implications for the workplace and how to use mental energy more efficiently to complete tasks. His experiments address such questions as: How do one's surroundings influence one's ability to diet or meet other goals? What determines the contents of one's thoughts? How does energy from food influence one's ability to think and make decisions? How does observing others' behaviors affect one's ability to exert self-control? How do perceptions of free will and responsibility affect one's willingness to engage in mentally effortful tasks?

In a study published in the Journal of Personality and Social Psychology, Masicampo found that committing to a specific plan to accomplish a goal not only makes it more likely to be done, but also gets it off your mind so you can think about other things. He can also address such topics as self-control, decision fatigue, how people make moral judgments and the effects of keeping secrets.

Areas of Expertise

Self-Control, Willpower, Goal Setting, Plan Making, Consciousness, Social Psychology

Education

Tufts University

Post Doctoral Research Psychology

Florida State University

Ph.D. Psychology

Florida State University
M.S. Psychology

University of California, Santa Barbara
B.A. Psychology

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)