

David Brinberg, Society of Consumer Psychology, APA Div.23, President 1994

David Brinberg's Thoughts:

The period of time when I was president-elect, president, and past president also overlaps with the time my twins were born and transitioned into very active two-year olds, I moved to VT, and started my position as department head. My memories of that time period are sparse. My Presidential address was on the "Multiples of Science", inspired, in part, by my twins, but also about the unwarranted adherence to a methodological dictum that "multiples – measures, methods, constructs, respondents – are required for valid research.

In response to your prompts, and what is a "less than completely clear" recall of events, I was president-elect and a member of the publications committee during the time JCP transitioned from Tom Srull as Editor, to John Lynch and Dipankar Chakravarti being appointed as interim editors, to Dipankar becoming editor, to the selection of Frank Kardes and Paul Herr as editors. Conferences were attended by a relatively small number of people (I suspect you will have actual numbers), and conversations among attendees were easy. I was also involved in conversations with Erlbaum about their relation and financial support of SCP.