

The effect of power posing on personal success has been the subject of much controversy. After co-authoring the seminal article (Carney, Cuddy & Yap, 2010), Amy Cuddy, who was at the time a rising star at Harvard, promoted the idea through a wildly popular TED talk (Cuddy, 2012), which she followed up with a book about presence (Cuddy, 2015). The effect soon got caught up in the “replication crisis” that was already sweeping the psychological sciences (see Nelson, Simmons, & Simonsohn, 2018; Aschwanden, 2018). Beginning with Ranehill et al. (2015), several researchers announced unsuccessful attempts to reproduce the original findings, and many came to see the effect as overblown (Gelman & Fung, 2016). From then on, the research was often cited to illustrate methodological problems that threatened to undermine the credibility of the social sciences (e.g., Simmons & Simonsohn, 2015) and in 2016, Dana Carney (nd), the first author on the original 2010 article, distanced herself from the research. The debate ultimately became so heated that Cuddy’s critics were accused of bullying (Dominus, 2017). To this day, however, Cuddy and others continue to claim that power posing has positive effects (e.g., Cuddy, Schultz, & Fosse, 2018).

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