

Emily Balcetis

Associate Professor of Psychology

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Education

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|------|--------|-----------------------------------|-----------------------------------|
| 2006 | Ph.D. | Social and Personality Psychology | Cornell University |
| 2001 | B.A. | Psychology | University of Nebraska at Kearney |
| 2001 | B.F.A. | Music Performance | University of Nebraska at Kearney |

Professional Experience

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| 2022 – 2023 | NYU Arts & Science Emerging Leaders Academy (ASELA) |
| 2015 – present | Associate Professor, Department of Psychology, New York University |
| 2015 – present | Faculty Affiliate, Institute for Human Development and Social Change, New York University |
| 2009 – 2015 | Assistant Professor, Department of Psychology, New York University |
| 2006 – 2009 | Assistant Professor, Department of Psychology, Ohio University |

For Research

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| 2022 | Society for Personality and Social Psychology, Fellow |
| 2019 | Association for Psychological Science, Fellow |
| 2018 | Psychonomic Society, Fellow |
| 2016 | Early Career Impact Award, Federation of Associations in Behavioral & Brain Sciences |
| 2016 | Early Career Award, International Society for Self and Identity |
| 2011 | Best Paper Award, International Society for Self and Identity |
| 2010 | Sage Young Scholars Award, Foundation for Personality and Social Psychology |
| 2007 | Dissertation of the Year Award, Society for Experimental Social Psychology |
| 2001 – 2006 | Sage Fellowship, Cornell University |
| 2003, 2000 | Rocky Mountain Psychological Association Research Award |
| 1997 – 2001 | Regents Scholar, University of Nebraska at Kearney |

For Diversity, Equity, and Inclusion

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| 2023 | Dr. Martin Luther King, Jr Faculty Award for scholarship, teaching, leadership, and community-building efforts in justice work, New York University |
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For Teaching and Mentoring

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| 2021 | Office of Global Inclusion, Faculty Mentoring Award, New York University |
| 2014 | Golden Dozen Teaching Award, New York University College of Arts and Sciences |
| 2004 | Clark Distinguished Teaching Award, Cornell University |

GRANT FUNDING

External

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| Under revision | NIH NICHD R01 Measuring the effects of unhealthy food promotion by social media influencers on Black and White preadolescents' dietary choices, Role: Co-I, PI: Marie Bragg, NYU School of Medicine, ~\$2.5 million, scored at last panel) |
| 2022 – 2023 | NIH Subaward title: Motivational biases in in rapid test users' readings of their own test results (Role: Subaward PI; Subaward: \$97,972; Award to Wilbur Lam at Emory University). |
| 2021 – 2026 | NIH NICHD R01 5R01CA248441-02 Examining the mechanisms underlying the influence of social media food advertisements on adolescents' eating behaviors: Randomized controlled trials. (Role: Co-Investigator, PI: Marie Bragg, School of Medicine, \$2,945,715) |
| 2021 – 2024 | NSF BCS 2122060 EAGER: SAI: Understanding misperceptions of cyber risks to model and secure transportation infrastructures (Role: PI: \$300,000) |

- 2017 – 2022 NSF CNS 1720230 CISE/SBE SaTC EAGER: Behavior-based incentive mechanism design for crowd defense against phishing attacks (Role: Co-PI, PI: Quanyan Zhu, NYU Tandon School of Engineering, \$300,000)
- 2015 – 2018 NSF SBE 1525539 Threat vigilance in visual attention biases legal decision making (Role: PI: \$429,049)
- 2015 – 2018 NSF SBE 1460626 REU site: NYU center for behavioral statistics and the study of motivated perception (Role: PI, \$367,842)
- 2012 – 2014 NSF BCS 1147550 Self regulation through motivated perception and mobilization (Role: PI, \$199,954 total)

Internal

- 2020 Mega-Grant Seed Fund Initiative (PI, \$5,000 1 year)
- 2017 Mega-Grant Seed Fund Initiative (Co-PI, \$50,000 1 year)
- 2016 Institute of Human Development and Social Change Seed Award (Co-PI, \$16,238, 1.5 years)
- 2016 NYU FAS Dean, Diversity Research Incubator Program (Director, \$100,000, 1 year)
- 2016 NYU Vice Provost for Diversity “Summer Student Conference” (Director, \$15,000, 1 year)
- 2016 NYU FAS Dean, Research Investment Funds (Co-PI, \$32,500, 1 year)
- 2015 NYU Vice Provost for Diversity Summer Student Conference (Director, \$15,000, 1 year)
- 2015 NYU FAS Dean, Diversity Research Incubator Program (Director, \$50,000, 1 year)
- 2014 NYU Vice Provost for Diversity “Summer Student Conference” (Director, \$10,374, 1 year)
- 2014 NYU Research Investment Fund “256 Shades of Gray: The Psychology, Political Science, and Economics of Perceptual Representations of Skin Tone” (Role: PI, \$13,100, 1 year)
- 2013 – 2014 NYU URFC “Identification, visual attention, and judgment: A social-cognitive model of legal decision-making” (Role: PI, \$15,192 direct, 2 years)
- 2013 NYU Dean’s Diversity Initiative “NYU REU Site: Motivated Perception for Self-Regulation Summer Internship Program” (Role: PI, \$15,000 direct, 1 year)
- 2010 NYU ADVANCE Research Challenge Fund “Motivated visual perception for self-regulation” (Role: PI, \$15,000, 1 year)
- 2007 Ohio University RCF “Two visual perception mechanisms linking gender and emotional reactivity in marital conflict Role” (Role: PI, \$6,499, 1 year).

WRITING

4233 citations, h-index: 29, i10-index: 43

[* undergraduate author; # graduate student author]

Books

- Balcetis, E., & Moskowitz, G. (2022). *Handbook on impression formation*. New York: Routledge.
- Balcetis, E. (hardcover Feb 27, 2020, paperback Feb, 2021). *Clearer, Closer, Better: How Successful People See the World*. Ballantine Books, a subsidiary of Random House Books. Translated into Korean, Mandarin, Taiwanese, and Bulgarian.
- Miller, R.L., Balcetis, E., Burns, S., Daniel, D., Saville, B. K., & Woody, W. D. (2011). *Promoting student engagement volume 2: Activities, exercises and demonstrations for psychology courses*. Washington: Association for Psychological Science.
- Balcetis, E., & Lassiter, G. D. (2010). *The social psychology of visual perception*. New York: Psychology Press.
- Miller, R., Rycek, R. F., Balcetis, E., Barney, S. T., Beins, B. C., Smith, R., Ware, M. E. (2008). *Developing, promoting, & sustaining the undergraduate research experience in psychology*. Washington, Association for Psychological Science.

Pre-Prints

- Rosenfeld, D. L., Balcetis, E., Bastian, B., Berkman, E., Bosson, J., Brannon, T., ... & Crandall, C. (2020). Conducting social psychological research in the wake of COVID-19. [PDF] psyarxiv.com

Peer-Reviewed Journal Articles

- #Liaquat, U., Jost, J., & Balcetis, (2023). System justification motivation as a source of backlash against equality-promoting policies. *Social Issues and Policy Review*, 17, 1, 131-154.
- #Huang, L., #Jia, S., Balcetis, E., & Zhu, Q. (2022). ADVERT: An adaptive and data-driven attention enhancement mechanism for phishing prevention. *IEEE Transactions on Information Forensics & Security*.
<https://doi.org/10.1109/TIFS.2022.3189530> OSF
- #Qu-Lee, J., & Balcetis, E. (2022). The call for ecological validity is right but missing perceptual idiosyncrasies is wrong. *Behavioral and Brain Sciences*, 45.
- #Qu-Lee, J., #Siedel, B., Harel, D., Granot, G., & Balcetis, E. (2022). The relationship between visual confirmation bias, belief consistency, and belief polarization. *Comprehensive Results in Social Psychology*. 1-38 OSF
- Rosenfeld, D. L., Balcetis, E., Bastian, B., Berkman, E. T., Bosson, J. K., Brannon, T. N., Burrow, A. L., Cameron, C. D., Chen, S., Cook, J. E., Crandall, C., Davidai, S., Dhont, K., Eastwick, P. W., Gaither, S. E., Gangestad, S. W., Gilovich, T., Gray, K., Haines, E. L., Haselton, M. G., Haslam, N., Hodson, G., Hogg, M. A., Hornsey, M. J., Huo, Y. J., Joel, S., Kachanoff, F., Kraft-Todd, G., Leary, M. R., Ledgerwood, A., Lee, R. T., Loughnan, S., MacInnis, C. C., Mann, T., Murray, D. R., Parkinson, C., Pérez, E. O., Pyszczynski, T., Ratner, K., Rothgerber, H., Rounds, J. D., Shaller, M., Silver, R. C., Spellman, B. A., Strohming, N., Swim, J. K., Thoemmes, F., Urganci, B., Vandello, J. A., Volz, S., Zayas, V., & Tomiyama, A. J. (2022). Psychological science in the wake of COVID-19: Social, methodological, and metascientific considerations. *Perspectives on Psychological Science*, 17, 311-333.
- *Weiss, A., & Balcetis, E. (2022). Sociocultural orientation and perceived utility of base rates in self and social judgments of cyber risk. *Current Research in Psychology and Behavioral Science*, 3, 1059. [Here](#)
- Balcetis, E., Guenther, C., & Cole, S. (2021). Where you look and how far you go: The relationship between attentional styles and running performance. *Current Research in Ecological and Social Psychology*, 2, 100014.
<https://doi.org/10.1016/j.cresp.2021.100014> OSF
- #Bean, S., & Balcetis, E. (2021). Shifting visual attention to reduce bias in legal decision-making. *Psychology & Psychological Research International Journal*, 6 (1). <https://doi.org/10.23880/pprij-16000272>
- Cole, S., & Balcetis, E. (2021). Motivated perception for self-regulation: How visual experience serves and is served by goals. B. Gawronski (Ed.) *Advances in Experimental Social Psychology*, 64, 129-186.
- Cole, S., #Dominick, J., & Balcetis, E. (2021). Out of reach and under control: Distancing as a self-control strategy. *Personality and Social Psychology Bulletin*, 47, 6, 939-952. <https://doi.org/10.1177/0146167220949813>
- Balcetis, E., Duncan, D., & Cole, S. (2020). How walkable neighborhoods promote physical activity: Policy implications for development and renewal. *Policy Insights from the Behavioral and Brain Sciences*, 7(2), 173-180.
- Balcetis, E., *Cox, B., *Marson, J., *Islam, S., #Dgheim, D., #Terino, B., *Brinkman, C., & *Vasquez, J. (2020). Growing leaders: Testing learning modules that foster belongingness and growth mindsets about leadership among adolescents. *Journal of Educational & Psychological Research*, 2 (2), 114-123. OSF
- Balcetis, E., *Manivannan, M., & *Cox, E. B. (2020). Concrete messages increase healthy eating preferences. *European Journal of Investigation in Health, Psychology, and Education*, 10(2), 669-681. OSF
- Balcetis, E. #Riccio, M., Duncan, D., & Cole, S. (2020). Keeping the goal in sight: Testing the influence of narrowed visual attention on physical activity. *Personality and Social Psychology Bulletin*, 46 (3), 485-496. [Pre-Registration](#)
- *Cox, E. C., Zhu, Q., & Balcetis, E. (2020). Stuck on a phishing lure: Differential use of base rates in self and social judgments of susceptibility to cyber risk. *Comprehensive Results in Social Psychology*. 1-28
DOI:10.1080/23743603.2020.1756240 OSF
- Balcetis, E., & Cole, S. (2019). Clarifying conundrums: How goal hierarchies resolve seeming contradictions in motivated responding. *Psychological Inquiry*, 30 (3), 136-139. DOI:10.1080/1047840X.2019.1646047
- *Cox, E., & Balcetis, E. (2019). Self-superiority in context: Relationships among nation-level indices of cultural values on self and social judgment. *Psychology and Behavioral Science International Journal*, 12 (3) 555838. DOI: 10.19080/PBSIJ.2019.12.555838. OSF

- *Cox, E., & Balcetis, E. (2019). Challenging perceptions of effective leadership through role models. *Psychology and Psychological Research International Journal*, 4 (6). DOI: 10.23880/pprij-16000233.
- #Riccio, M., Shrout, P., & Balcetis, E. (2019). Interpersonal pursuit of intrapersonal health goals: Social cognitive-motivational mechanisms by which social support promotes self-regulatory success. *Social and Personality Psychology Compass*, 13, e12495.
- Balcetis, E., & #Cardenas, S. (2019). Visual experience in self and social judgment: How a biased majority claim a superior minority. *Self and Identity*, 18, 363-377.
- *DiGiovanni, A., & Balcetis, E. (2018). Measuring the impact of social support on dietary behavior: Assessing techniques and calling for the use of daily diaries. *Psychology and Behavioral Science International Journal*, 9(4), 555767. <https://doi.org/10.19080/PBSIJ.2018.09.555767>
- #Granot, Y., Balcetis, E., Feigenson, N., & Tyler, T. R. (2018). In the eyes of the law: Perception versus reality in appraisals of video evidence. *Psychology, Public Policy, and the Law*, 24(1), 93-104.
- Kappes, H. B., Balcetis, E., & De Cremer, D. (2018). Motivated reasoning during recruitment. *Journal of Applied Psychology*, 103(3), 270-280.
- #Granot, Y., Stern, C., & Balcetis, E. (2017). Zip code of conduct: Crime rate affects legal punishment of police. *Translational Issues in Psychological Science*, 3 (2), 176-186.
- Alter, A. L., Stern, C., #Granot, Y., & Balcetis, E. (2016). The “bad is black” effect: Why people believe evildoers have darker skin than do-gooders. *Personality and Social Psychology Bulletin*, 42(12), 1653-1665.
- Balcetis, E., & Cole, S. (2016). Task demand not so damning: Improved techniques that mitigate demand in studies that support top-down effects. *Behavioral and Brain Sciences*, 39, doi:10.1017/S0140525X15002538
- Balcetis, E., Stern, C., & Cole, C. (2016). Perceiving systematically, not just differently: Calling for perceptual models with explanatory power. *Psychological Inquiry*, 27:4, 275-280.
- #Cole, S., Trope, Y., & Balcetis, E. (2016). In the eye of the betrothed: Perceptual downgrading of attractive alternative romantic partners. *Personality and Social Psychology Bulletin*.
- Balcetis, E. (2016). Target Article: Approach and avoidance as organizing structures for motivated distance perception. *Emotion Review*, 8, 115-128.
- Balcetis, E. (2016). Author reply: Future tests of motivated distance perception from multiple perspectives. *Emotion Review*, 8, 133-135.
- Balcetis, E., & #Cole, S. (2016). Motivating the action-in-perception hypothesis: Approach and avoidance motives as a process-model for action's effects on perception. *Journal of Applied Research in Memory and Cognition*, 1(5), 83-85.
- #Stern, C., Balcetis, E., Cole, S., West, T. V., & Caruso, E. (2016). Government instability shifts skin tone representations of and intentions to vote for political candidates. *Journal of Personality and Social Psychology*, 110, 76-95.
- Balcetis, E., #Cole, S., & *Bisi, A. (2015). Near and nothing to it: Perceived proximity improves exercise by increasing feasibility appraisals. *Motivation Science*, 1, 204-218.
- #Cole, S., *Riccio, M., & Balcetis, E. (2014). Focused and fired up: Narrowed attention produces perceived proximity and increases goal-relevant action. *Motivation and Emotion*, 38, 815–822.
- #Granot, Y., Balcetis, E., *Schneider, K., & Tyler, T. (2014). Blind justice: The effects of group identification and visual attention on legal punishment decisions. *Journal of Experimental Psychology: General*, 143, 2196-2208.
- Moskowitz, G. & Balcetis, E. (2014). The conscious roots of selfless, unconscious goals. *Behavioral and Brain Sciences*, 37, 151.
- #Cole, S. & Balcetis, E. (2013). Sources of resources: Bioenergetic and psychoenergetic resources influence distance perception. *Social Cognition*, 31, 721-732.

- *Riccio, M., #Cole, S., & Balcetis, E. (2013). Seeing the expected, the desired, and the feared: Influences on perceptual interpretation and directed attention. *Social and Personality Psychology Compass*, 7, 401-414.
- *Stern, C., #Cole, S., Gollwitzer, P., Oettingen, G., & Balcetis, E. (2013). Effects of implementation intentions on anxiety, perceived proximity, and motor performance. *Personality and Social Psychology Bulletin*, 39, 623-635.
- Balcetis, E., #Cole, S., *Chelberg, M. B., & Alicke, M. (2013). Searching out the ideal: Awareness of ideal body standards predicts lower global self-esteem in women. *Self and Identity*, 12, 99-113.
- Balcetis, E., & Dunning, D. (2013). Considering the situation: Why people are better social psychologists than self-psychologists. *Self and Identity*, 12, 1-15.
- International Society for Self and Identity, Paper of the Year Award Winner
- #Cole, S., Balcetis, E., & Dunning, D. (2013). Affective signals of threat increase perceived proximity. *Psychological Science*, 24, 34-40.
- #Cole, S., Balcetis, E., & *Zhang, S. (2013). Visual perception and regulatory conflict: Motivation and physiology influence distance perception. *Journal of Experimental Psychology: General*, 142, 18-22.
- Dunning, D., & Balcetis, E. (2013). Wishing seeing. *Current Directions in Psychological Science*, 22, 33-37.
- Balcetis, E., & Dunning, D. (2012). A false-positive error in search of selective reporting: A refutation of Francis. *i-Perception*, 3, (3). <http://i-perception.perceptionweb.com/journal/volume/3/article/i0519ic>
- Balcetis, E., Dunning, D., & #Granot, Y. (2012). Subjective value determines initial dominance in binocular rivalry. *Journal of Experimental Social Psychology*, 48, 122-129.
- Zell, E., & Balcetis, E. (2012). The influence of social comparison on visual representation of one's face. *PloS one*, 7, e36742-e36742.
- Alter, A., & Balcetis, E. (2011). Fondness makes the distance grow shorter: Desired locations seem closer because they seem more vivid. *Journal of Experimental Social Psychology*, 47, 16-21.
- Balcetis, E., & Dunning, D. (2010). Wishful seeing: Desired objects are seen as closer. *Psychological Science*, 21, 147-152.
- Balcetis, E., & #Cole, S. (2009). Body in mind: The role of embodied cognition in self-regulation. *Social and Personality Psychology Compass*, 3, 759-774.
- Accompanied by: Balcetis, E., & #Cole, S. (2010). Teaching and Learning Guide for "Body in mind: The role of embodied cognition in self-regulation." *Social and Personality Psychology Compass*, 4, 499-505.
- Balcetis, E. (2009). Claiming a moral minority, saccades help create a biased majority: Tracking eye movements to base rates in social predictions. *Journal of Experimental Social Psychology*, 45, 970-973.
- Caruso, E., Mead, N., & Balcetis, E. (2009). Political partisanship influences perception of biracial candidates' skin tone. *Proceedings of the National Academy of Sciences*, 106, 20168-20173.
- Nabb, D., & Balcetis, E. (2009). Access to music education: Nebraska band directors' attitudes toward a one-handed flute designed for physically impaired students. *Journal of Research in Music Education*, 57, 308-319.
- Balcetis, E., Dunning, D., & Miller, R. (2008). Do collectivists "know themselves" better than individualists?: Cross-cultural studies of the "holier than thou" phenomenon. *Journal of Personality and Social Psychology*, 95, 1252-1267.
- Balcetis, E., & Dunning, D. (2008). A mile in moccasins: How situational experience diminishes dispositionism in social inference. *Personality and Social Psychology Bulletin*, 38, 102-114.
- Balcetis, E. (2007). Where the motivation resides and self-deception hides: How motivated cognition accomplishes self-deception. *Social and Personality Psychology Compass*, 1, 1-21.
- Balcetis, E., & Dale, R. (2007). Conceptual set as a top-down constraint on visual object identification. *Perception*, 36, 581-595.

Balcetis, E., & Dunning, D. (2007). Cognitive dissonance reduction and perception of the physical world. *Psychological Science*, 18, 917-921.

Selected by Gilbert Chin for "Editors' Choice" (Nov 3, 2007, *Science*).

Balcetis, E., & Dunning, D. (2006). See what you want to see: Motivational influences on visual perception. *Journal of Personality and Social Psychology*, 91, 612-625.

Chapters

- Balcetis, E., & Cole, S. (in press). A dynamic perspective on visual perception in social cognition and action. In D. Carlston, K. Johnson, & K. Hugenberg (Eds.). *Oxford Handbook of Social Cognition: 2nd Volume*. New York: Oxford University Press.
- Granot, Y., #Jones, K., & Balcetis, E. (2022). Sight unseen, justice unobserved: How naïve realism in visual attention affects legal decision-making. In N. Ballantyne & D. Dunning (Eds.) *Reason, bias, and inquiry: New perspectives from the crossroads of epistemology and psychology*. Oxford University Press.
- Balcetis, E., *Miles, L., *Williams, K., *Cortez, C., & *Cox, E. B. (2019). Defying the laws of impartiality: Biased perceptions of personal control and their influence on juror decisions in socially stigmatized crimes. In A. E. Columbus (Ed.) *Advances in Psychology Research* (v. 136). Hauppauge, NY: Nova Science Publishers.
- *Islam, S., & Balcetis, E. (2019). Seeing the thin blue line across the political divide: How ideology impacts perceptions of police and their punishment. In A. E. Columbus (Ed.) *Advances in Psychology Research*. Hauppauge, NY: Nova Science Publishers.
- #Sternisko, A., Granot, Y., & Balcetis, E. (2017). One-sighted: How visual attention biases legal decision-making. In *New Developments in Visual Attention Research*. Hauppauge, NY: Nova Science Publishers.
- Balcetis, E., & #Granot, Y. (2015). Under the influence and unaware: Unconscious processing during encoding, retrieval, and weighting in judgment. In G. Keren and G. Wu (Eds.). *Blackwell Handbook of Judgment and Decision Making*. (pp. 333-354). UK: John Wiley & Sons.
- #Brady, W. & Balcetis, E. (2015). Accuracy and bias in emotion perception predict affective response to relationship conflict. T. Heinen (Ed.). *Advances in visual perception research*. (pp. 29-44). Hauppauge, NY: Nova Science Publishers.
- Balcetis, E., & #Cole, S. (2014). Motivated distance perception serves action regulation. In J. Forgas & E. Harmon-Jones (Eds.). *The control within: Motivation and its regulation*. (pp. 263-278). New York: Psychology Press.
- Balcetis, E., #Cole, S., & *Sherali, S. (2014). The motivated and mindful perceiver: Relationships among motivated perception, mindfulness, and self-regulation. In E. Langer, C. Ngunjiri, & A. Le (Eds.). *Handbook of mindfulness*. (pp. 200-215). New York: Wiley.
- Balcetis, E., #Granot, Y., & #Cole, S. (2014). Fostering professional advancement, self-discovering, and retention: Learning communities after graduation. In R. L. Miller & J. G. Irons (Ed). *Academic Advising: A Handbook for Advisors and Students* (pp. 170-178). Washington DC: American Psychological Association.
- Balcetis, E., & #Cole, S. (2013). On misers, managers, and monsters: The social cognition of visual perception. Invited chapter in D. Carlston (Ed.). *Oxford Handbook of Social Cognition*. (pp. 329-351). New York: Oxford University Press.
- #Cole, S., & Balcetis, E. (2010). Of visions and desires: Biased perceptions can serve self-protective functions. Invited chapter in C. Sedikides & M. Alicke (Eds.) *Handbook of self-enhancement and self-protection*. New York: Guilford Press.
- Balcetis, E., & Dunning, D. (2010). Wishful seeing: Motivational influences on visual perception of the physical environment. In E. Balcetis, & D. Lassiter (Eds.) *The social psychology of visual perception*. New York: Psychology Press.
- Balcetis, E., & Miller, R. (2008). Involving freshmen in undergraduate research. M. Ware, R. Rycek, & R. Miller (Eds.). *The undergraduate research experience in psychology*. Washington DC: APA.
- Forrest, K. & Balcetis, E. (2007). Teaching students to work well in groups. In B. Perlman, L. I. McCann & S. H. McFadden (Eds.). *Lessons learned vol. 3: Practical advice for the teaching of psychology*. Washington, DC, Association for Psychological Science.

Balcetis, E., & Dunning, D. (2005). Judging for two: Some connectionist proposals for how the self informs and constrains social judgment. M. Alicke, D. Dunning, & J. Krueger (Eds.). *Self and social judgment*. New York: Psychology Press.

In Progress

Granot, Y., Balcetis, E. Althenayyan, A., Kretz, A., Andreeff, E., & Islam, S. (invited resubmission). A visual attention intervention to reduce intergroup bias in appraisals of video evidence. *Journal of Personality and Social Psychology*.

Kemp, J., & Balcetis, E. (under review). Effects of narrowed visual attention on anaerobic heart rate when running.

Liaquat, U., Jost, J., & Balcetis, E. (invited submission, under review). System justification motivation as a source of backlash against equality-promoting policies. *Social Issues and Policy Review*.

Liaquat, U., Godsil, R., Heilman, M., & Balcetis, E. (invited revision). Demographic framing influences women's affective and behavioral responses to gender gap in political leadership. *Journal of Experimental Social Psychology*.

Popular Articles

Misdiagnosing our Cyber Health. [Scientific American](#)

A psychologist's advice to parents: Doing these 3 things can help you raise kinder, more socially aware kids. [CNBC](#)

Tired of following COVID-19 safety protocols? You have pandemic fatigue. Here's what to do. [USA Today](#)

More than meets the eye: How video evidence alters our decision-making. [Huffington Post](#)

Eyes on the prize: Understanding the links between perception and motivation. [Behavioral Scientist](#)

How daydreaming can motivate you to meet your goals. [Livestrong Magazine](#)

One technique that will help you see exercise as easier, literally. [Livestrong Magazine](#)

Michael Phelps' Training Strategy Is a Blueprint for Any Kind of Success. [Medium](#)

The people and institutions that benefit from shame. [Washington Post](#)

Where does great thinking come from? Look beyond the brain. [Washington Post](#)

In the pandemic stories of everyday Americans' fear and grief feel fresh again. [Washington Post](#)

Climate science may change minds, climate sadness can change hearts. [Washington Post](#)

Overcoming the March motivational slump. [Psychology Today](#)

How we can combat compassion fade. [Psychology Today](#)

Protecting your own cyber security during the Russian invasion. [Psychology Today](#)

Perceptual tricks to help you accomplish your goals. [Psychology Today](#)

When New Year's resolutions start to challenge us. [Psychology Today](#)

Fighting back against harassment. [Psychology Today](#)

Give more compliments: It won't be as awkward as you think. [Psychology Today](#)

Why relying on research experience might perpetuate bias. [Psychology Today](#)

Reclaiming our fears. [Psychology Today](#)

A silver lining of social distancing. [Psychology Today](#)

Encyclopedia Entries

#Cox, E. & Balcetis, E. (in press). Intergroup contact theory. In R. Miller (Ed.) *The Routledge Research Encyclopedia of Psychology Applied to Everyday Life*. Abington, United Kingdom: Routledge Press.

#Qu-Lee, J., & Balcetis, E. (in press). Minority Influence. In R. Miller (Ed.) *The Routledge Research Encyclopedia of Psychology Applied to Everyday Life*. Abington, United Kingdom: Routledge Press.

#Brady, W., & Balcetis, E. (2014). Electroencephalography (EEG). In T.R. Levine (Ed.), *Encyclopedia of Lying and Deception*. New York: Sage Press.

#Cole, S., & Balcetis, E. (2014). Self-serving bias. K. Keith & R.L. Miller (Eds.). *Encyclopedia of Cross Cultural Psychology* (pp. 150-154). New York: Wiley-Blackwell Publishers.

#Cole, S. & Balcetis, E. (2014). Leakage. In T. R. Levine (Ed.), *Encyclopedia of Lying and Deception*. New York: Sage Press.

- #Granot, Y., & Balcetis, E. (2014). Fundamental attribution error. K. Keith & R.L. Miller (Eds.). *Encyclopedia of Cross Cultural Psychology* (pp. 576-578). New York: Wiley-Blackwell Publishers.
- #Huynh, S., & Balcetis, E. (2014). William Randolph Hearst. In T.R. Levine (Ed.), *Encyclopedia of Lying and Deception*. New York: Sage Press.
- *Riccio, M., & Balcetis, E. (2014). Fireflies. In T.R. Levine (Ed.), *Encyclopedia of Lying and Deception*. New York: Sage Press.
- *Sherali, S., & Balcetis, E. (2014). Fish. In T.R. Levine (Ed.), *Encyclopedia of Lying and Deception*. New York: Sage Press.

Other Peer-Reviewed Publications

- Forrest, K., & Balcetis, E. (2008). Teaching students to work well in groups. *APS: Observer*, 21.
- Balcetis, E. & Dale, R. (2005). An exploration of social modulation of syntactic priming. In *Proceedings of the 27th Cognitive Science Society* (pp. 184-189). Mahwah, NJ: Lawrence Erlbaum.
- Balcetis, E., & Dale, R. (2003). The eye is not naked: Context clothes visual perception. In *Proceedings of the 25th Cognitive Science Society* (pp. 109-114), Mahwah, NJ: Lawrence Erlbaum.
- Balcetis, E., Miller, R. L., & Ware, M. E. (2001). Psychologically speaking: An interview with Charles L. Brewer. *Journal of Psychological Inquiry*, 6, 115-123.

PROFESSIONAL DEVELOPMENT

Course Completion

- 2022 **Inclusive Teaching Seminar**, offered by NYU Global Diversity Education and Faculty Engagement Global Inclusion, Diversity, and Strategic Innovation, on creating an inclusive classroom climate, empowering students to learn collaboratively and across difference, and connecting concepts to students' lived experiences, a 4 week 8-hour seminar
- 2021 **Justice Zone**, offered by NYU Office of Global Inclusion, on understanding diversity, equity, and social justice through the lens of race, a 2-hour workshop
- 2021 **Mentoring workshops** offered through Academic Impressions (1-2 hour trainings), including:
 Fostering Curiosity as a Creative Leader
 Conflict Management
 Build a Team Culture that Embraces Conflict as Productive and Positive
 Showing Vulnerability as a Leader
 Addressing Conflicts Related to Bias, Privilege, and Identity in the STEM Classroom

Assessment

- 2019 Learning Experience Design, NYU Office of the Provost, teaching assessment report [here](#)

SPEAKING

Organized Conferences

- 2015 Program Committee Chair, 8th Meeting of the Society for the Study of Motivation. New York.
- 2014—present Director, NYU Summer Student Conference. Supported by the Diversity Initiative, Office of the Provost for Diversity, NYU Dean of the Faculty of Arts and Sciences.
- 2014 Program Committee Chair, 7th Meeting of the Society for the Study of Motivation. San Francisco.

Chaired Symposia

- 2019 Seeing discrimination: Motivated visual perception and inequality, opportunity, and justice. Symposium presented at the Society for Experimental Social Psychology, Toronto.
- 2013 Embodying motivation: How bodily experiences shape our goals and desires. Symposium presented at the Society for the Study of Motivation, Washington DC (co-chaired with Sander Koole).
- 2011 Psychological basis for legal bias: An interdisciplinary approach to the study of law. Symposium presented at the SESP, Washington DC (co-chaired with Tom Tyler).

- When, how, and why motivation influences sensory perception. Symposium presented at the Society for the Study of Motivation, Washington DC (co-chaired with Shana Cole).
- Self-regulation through visual perception. Symposium presented at SPSP, San Antonio, TX.
- 2008 The social psychology of sight: How motives, emotions, and resources affect human vision. Symposium presented at SPSP, Albuquerque, NM (co-chaired with Kent Harber).
- 2006 Take it from the top: How top-down processes affect basic perception. Symposium presented at SPSP, Palm Springs, CA. (co-chaired with Kerri Johnson).

Invited Major Address

- 2021 Annual National School Administration Manager Conference, Keynote speaker, Eastern Academy of Management
- 2017 Motivated perception in social judgment: How a biased majority claim a moral minority. International Society for Self and Identity Early Career Award address.
- Motivated reasoning and climate change. Public Radio International, Ambassadors Council Meeting
- 2016 Blind justice: Why watching video evidence biases legal decisions. Distinguished Alumni Speaker, Rocky Mountain Psychological Association, Denver, CO.
- 2014 Why some people find exercise harder than others. TEDxNewYork. Featured on TED.com on Nov. 25, 2014 (3.6 million views)
- 2013 How I failed to become a rockstar (and a few other things) but couldn't be happier. UNK Student Research Day Keynote Speaker, Kearney, NE.
- Minimizing regrets and maximizing memories: Making the most of your undergraduate experience. University of Nebraska at Kearney, Psi Chi Honor Society Induction Keynote Speaker.
- Seeing through hearts and minds. Scholars Lecture Series, NYU.
- 2010 How to publish. Midwestern Psychological Association, Chicago, IL.
- 2007 See what you want to see. Dissertation of the year address. SESP, Chicago, IL.

Invited Colloquium

- 2022 University of Michigan, Teacher's College Columbia
- 2021 University of Montreal, University of Baltimore
- 2020 City University of New York, The Ohio State, NYU DC
- 2019 Tulane, Ideas42
- 2018 University of British Columbia
- 2017 Emory University, NYU Tandon
- 2016 University of Maryland, Freie Universität Berlin
- 2015 University of California at Irvine, Rutgers University, Penn State Abington, NYU Steinhardt
- 2014 Stanford Graduate School of Business, Yeshiva University, University of Washington, NYU MA Program
- 2013 University of California at Berkeley Psychology, University of California at Berkeley Haas School of Business, University of California at Davis Psychology, U Mass Amherst Psychology, City University of New York, University of Zurich
- 2011 Harvard University Psychology, University of Connecticut Psychology
- 2010 Ohio State University Psychology, Princeton University Psychology, Rutgers University Newark Psychology, Yale University, University of Pennsylvania Wharton School of Business, Weill Medical Center Sackler Institute
- 2008 New York University Psychology, Iowa State University Psychology, University of Iowa Psychology, Carnegie Mellon University Center for Decision Research, Miami University Ohio Psychology (two invited talks), Indiana University, University of Chicago Center for Decision Research
- 2007 Ohio State University, Ohio University
- 2006 Ohio University Psychology, University of Maine Psychology
- 2005 American University Psychology, University of California at Irvine School of Social Ecology, The College of New Jersey Psychology

Invited Public Engagements

- 2023 Centre for Institutional Investors
- 2022 Illogical Lobs
- 2022 Ethical Humanist
- 2022 Women in Licensing, Law Group
- 2021 Indiana Conference for Women
- 2021 European House Global Summit
- 2021 Campus Outreach Services – Wellness Connect
- 2021 Motivating persistence and resilience. HCL Talent Development. The Leadership e-Summit.
- 2021 Mindset of continuous improvement. GE Global
- 2020 Mindset of continuous improvement. GE Global

- 2020 Mindfully taking control of our mindless habits. Gympass.
 2019 Goal setting, multitasking, and work-life balance. World 50 Executive Administration Special Program. New York City.
 2017 The Sound of M Butterfly: A Conversation with David Henry Hwang and Emily Balcetis. Rubin Museum.
 2015 Grow people faster. NeuroLeadership Summit. New York City.
 Focused and fired up: See your exercise goals as closer, literally. Prudential Insurance Client Advisory Board. Scottsdale, AZ.
 2014 Communications: Perceptions vs Reality. Sandoz Pharmaceuticals. New Jersey.
 2014 The seven deadly sins: The motivation and emotion behind Lucas Cranach's *Judith and Holofernes*. Education Department of The Metropolitan Museum of Art, NYC.
 2012 NYC: NYC No Longer Empty art exhibition, panel discussant. New York.
 2011 On theories of meaning and motivation. Philoctetes Center, New York City.

PROFESSIONAL SERVICE

Grants Panels

- 2015 – 2018 Panel Member: National Science Foundation, Social, Behavioral, & Economic Sciences
 2012 Panel Member: National Science Foundation, Secure & Trustworthy Cyberspace
 2012 Reviewer: National Science Foundation, Behavioral and Cognitive Sciences
 2012 Reviewer: Israel Science Foundation

Reviewing

- 2019—present Associate Editor: *Journal of Personality and Social Psychology*
 2013-present Editorial Board: *Social Cognition*
 2008-present Editorial Board: *Self and Identity*
 2017 – 2021 Editorial Board: *Personality and Social Psychology Review*
 2009-2015 Editorial Board: *European Journal of Social Psychology*
 2015-2018 Consulting Editor: *Journal of Personality and Social Psychology*
 2013 Editorial Board: *Social and Personality Psychology Compass*
 2013 Guest Action Editor: *Social Cognition*
 2012 Reviewer: National Science Foundation, Behavioral and Cognitive Sciences
 2012 Reviewer: Israel Science Foundation

Society Service

- 2023 – 2025 Society for Experimental Social Psychology, Executive Committee
 2018 APA Early Career Award selection committee member
 2017 Society for Self and Identity, Early Career Award selection committee member
 2015 Society for the Study of Motivation Awards Task Force, committee member
 2008 Society for Experimental Social Psychology, dissertation awards committee

Selected NYU Service

- 2021—present Faculty First Look, Advisory Group, College of Arts and Sciences
 2020 Faculty First Look, mentor, College of Arts and Sciences
 2019—present Diversity and Inclusion Coordinator, NYU Psychology Dept.
 2019—present Social Area Diversity Committee, Faculty advisor
 2019—present Proud to be First, mentor
 2019 Academic Leadership Forum, Vice Provost for Faculty Engagement and Development
 2014—2019 CAS Diversity Undergraduate Research Incubator, Director
 2013—2019 FAS Dean's Diversity Initiative, Undergraduate Working Group Leader
 2013—2019 NYU Diversity Summer Student Research Conference, Director
 2011—2014 Dean's Undergraduate Research Fund, grant review panel member
 2010—present Women's Faculty Caucus Department Representative
 2010—2012 Educational Planning Committee, member

Select NYU Diversity, Equity, and Inclusion Administrative Roles

NYU Faculty of Arts and Sciences Diversity Initiative

- Founding member
- Directed the Undergraduate Diversity Working Group (5 years)
- Conducted extensive focus groups to explore qualitatively the perceived deficits in educational opportunities that could promote underrepresented students' success.
- With Institutional Research Office, conducted internal pipeline analyses

Morgan State University partnership

- organized graduate administration, faculty, and graduate students from psychology traveled to Baltimore for several days each trip to meet with their honors program graduate admissions. MSU's honors program attends all NYU outreach and skill training workshops virtually.

Psychology Department Diversity and Inclusion Coordinator

- Created the position, its roles, and responsibilities in the department; created an advisory committee composed of students and faculty
- Created and maintain a yearly pipeline analysis for graduate admissions

Advisory Boards and Mentoring

- [Arts and Science Faculty First Look program](#) that provides professional develop and training experiences for diverse scholars soon to hit the job market.
- [Women in Science](#) program
- The College Research Internship Program for underrepresented students
- Arthur O. Eve [Higher Education Opportunity Program](#)
- [Collegiate Science and Technology Entry Program](#)
- Academic advisor to the NYU branch of the [National Society of Leadership and Success](#)

BROADER IMPACTS

Major Initiatives

| | |
|--------------|---|
| 2019—present | Developing Leadership in Adolescents, workshop creator and director |
| 2014—2018 | Co-Creator, and co-director, NYU Diversity Undergraduate Research Incubator Program |
| 2014—2019 | Co-Creator and co-director, NYU Diversity Summer Student Research Conference |
| 2009—present | Director, 8-week National Summer Internship Program for underrepresented students |
| 2014—present | NYU Women in Science, mentor |

Other

| | |
|---------------------|--|
| 2019 | Bias in Artificial Intelligence, research advisor for instillation by Karen Palmer at the Cooper Hewitt Museum, New York City |
| 2019 | SPSP Diversity mentor: Admired Scholar Program |
| 2018 | #itall campaign on empowering women at https://tinyurl.com/LeanCuisineltAll |
| 2017 | Panelist, Psychology department panel on advice for psychology majors |
| 2015 | Moderator, NYU CAS Undergraduate Professional Development Panel |
| 2014 | National Geographic, <i>The Human Experiment</i> , Scientific Expert |
| 2014 | Faculty Resource Network, discussant on restructuring the MCAT |
| 2014 | Unconscious bias in hiring, NYU Faculty Senate, Office of Equal Opportunity, video |
| 2014 | Student career advising video series, Society for the Teaching of Psychology, contributor |
| 2013 | NYU University Relations and Public Affairs, video series on motivated responses to relationship dissolution, contributor |
| 2013 | Op-Ed Project participant |
| 2009, 2012, 2017-19 | Bronx high school student research experience |
| 2009 | SPSP graduate student mentorship lunch |
| 2009 | SPSP Diversity mentorship for minority students |
| 2007—2008 | McNair Student and Scholar Program Advisor for racial minority students |

TEACHING

Major Awards Received by PhD Students

- 2021 Jennie Qu-Lee, NYU Urban Fellow
- 2018 NYU Dean's Fellowship for Distinguished Master's Students, Abdullah Althenayyan
- 2017 Yael Granot, SPSSI Social Issues Dissertation Award Second Prize
- 2016 National Science Foundation Graduate Research Fellowship, Matthew Riccio
- 2015 Grinker Dissertation Fellowship, Yael Granot
- 2015 Yael Granot, Outstanding Research Award from the Society for Personality and Social Psychology
Shana Cole, SESP Dissertation Award, runner-up
Shana Cole, APS Rising Star
- 2014 Shana Cole, Stuart Cook Award, outstanding contribution to research in social psychology, NYU
- 2013 National Science Foundation Graduate Research Fellowship, Stefan Huynh
- 2013 Shana Cole, SocialSci Research Award Grant
- 2012 Shana Cole, Bernard Lander Award for outstanding graduate research
Shana Cole, Friends of Katzell Summer Fellowship Award
Yael Granot, American Psychology-Law Society Student Grant-in-Aid
- 2011 National Science Foundation Graduate Research Fellowship, Yael Granot
- 2010 Shana Cole, APAGS, Basic Psychological Science Research Grant, honorable mention
Shana Cole, Engberg Award for outstanding graduate student, NYU
- 2007 Shana Cole, Moates Fellowship, awarded to single outstanding graduate student, Ohio University

| Ph.D. Committees | Masters' Thesis Committees | Undergraduate Advisor |
|---|--|---|
| <p>Advisor (n = 9) Jennie Qu-Lee Shana Cole Yael Granot Jennifer Elek Matthew Riccio (Years 1-4) William Brady (Years 1-3) Stefan Huynh (Years 1-2) Anni Sternisko (Years 1-2)</p> <p>Committee Member (n = 19) Ethan Ludwin-Peery Usman Liaquat David Bosch Erin Hennes Amy Krosch Madelaine Krehm Emma Kerneyhough David Kalkstein Saaid Mendoza Polina Potnina Soyon Rim Joy Xu Jojanneke van der Toorn Stephanie Cardenas (John Jay) Jeff Kukucka (John Jay College) Kristyn Jones (John Jay College) Aurelia Mok (Columbia University) Corey Guenther (Ohio University) Clint Irvin (Ohio University)</p> | <p>Advisor (n = 19) Rebekah Zhu Bradley Tao Lu Gao Rheanna Ganapathy Henry Biedron Quincy Lherisson Eunha Choi Abigail Bisi Carol Cho Samantha Bean Stefan Huynh Shabeba Islam Shan Gao Stephane Plantin Abdullah Althenayyan Stefan Huynnh Carol Cho Shana Cole (Ohio University) Sandra Mulaimovic (University of Amsterdam)</p> <p>Committee Member (n = 3) Elodie Oliver (NYU) Michael Ransom (Ohio University) Nobuko Mizoguchi (Ohio University)</p> | <p>Honors thesis (n = 23, all student-grant funded) Jason Kemp Josh Pesantes Tobias Zhou Alexis George Elisabeth Andreef Ana DiGiovanni Naomi Drakeford (McNair) Lucia Espineira Sarah Field Tenay Greene Abigail Bisi Alyssa Kretz Kristin Schneider Frances Mallari Madhu Manivannan Chase Brennick Alice Lee Sam Zhang Thomas Geib Shanice Beaumont Lindsay Macklin Matthew Riccio Andrew Voigt</p> <p>Independent researchers (n>100, all student-grant funded)</p> |

MAJOR AWARDS RECEIVED BY UNDERGRADUATES SUPERVISED

| | |
|------|--|
| 2021 | Josh Pesantes, Hillary Ann Citrin Award for Outstanding Departmental Honors Thesis |
| 2019 | Alexis George, Coons/Leibowitz Research Award |
| 2016 | Alyssa Kretz, Hillary Ann Citrin Award for Outstanding Departmental Honors Thesis |
| 2015 | Sharmenie Esin, Dr. Molly S. Geller Research Scholar Tayler Borne, Eileen Guggenheim Research Scholar Abigail Bisi, Daniel Getman and Leonard Marker Memorial Research Scholar |
| 2014 | Shanice Beaumont, Doris Aaronson Award for Outstanding Department Research Surya Menon, First place NYU Dean's Undergraduate Research Conference Amy Alpert, First place NYU Dean's Undergraduate Research Conference Aneline Amalathas, First place NYU Dean's Undergraduate Research Conference |
| 2013 | Peter Lindner, First place NYU Dean's Undergraduate Research Conference Kristin Schneider, First place NYU Dean's Undergraduate Research Conference Frances Mallari, First place NYU Dean's Undergraduate Research Conference |
| 2012 | Lindsay Macklin, First place NYU Dean's Undergraduate Research Conference |
| 2007 | Naomi Drakeford, Ohio University Provost's Undergraduate Research Award |

Selected Major Consulting Projects**Executive Education with General Electric**

I created and delivered content on effective goal setting and organizational growth mindset for 9 cohorts of executive leaders worldwide, across all operating divisions.

Redefining "Having it All" with Lean Cuisine

I served as a scientific consultant and front woman for a social experiment conducted by Lean Cuisine, in consultation with Weber Shandwick marketing and Merman Productions. The experiment sought to investigate whether women are really striving to "have it all." They are not. It sought to debunk the myth that female mentorship models are competitive and undermining. It did. And it intended to spark a conversation on how women are a fundamental source of social support for one another. It made 500 million unique impressions, according to industry analysts, demonstrating its pervasive impact on conversation in a few short weeks.

<https://tinyurl.com/LeanCuisineltAll>

Research Advisor to Perception Institute

I serve as a Research Advisor to Perception Institute, a consortium of researchers, lawyers, and strategists working to reduce discrimination linked to race, gender, and other identities in organizations.

With Perception Institute and comedian Aasif Mandvi, Moore + Associates, and Sweet 180 Productions I tested the psychological impact of sitcom parodies of American life, titled *Halal in the Family*, designed to combat bias and prejudice against Muslims. I found that viewing the series reduced implicit and explicit bias against Muslim Americans, particularly among politically conservative individuals. The sitcoms received a Peabody Award.

With SheaMoisture, I tested implicit bias in racial minorities' self-perceptions and physical appearance. Findings indicate that regardless of race, respondents show implicit bias against Black women's natural appearance. Moreover, Black women experience higher levels of anxiety and perceive greater stigma about natural physical appearance than White women. Media coverage of the PIs scientific investigation included articles from The Atlantic (42 million monthly visitors), NPR (41 million unique monthly users), JET (3rd largest magazine in the African American market), and Teen Vogue (8 million monthly visitors). Data included in debates leading to the passing of the California Senate's CROWN Act banning discrimination based on hairstyle. Summary [here](#). Media [here](#).

In partnership with For Freedoms, an artist run non-profit platform fostering civic engagement, I tested the impact of their artistic content on intentions to vote in the 2018 elections among underrepresented American voters. The For Freedoms movement was featured on the cover of *Time Magazine* (Oct 12, 2018) and in *The New York Times*.

With Dorothy Quincy Thomas, I tested the impact of multiple ways the media could frame narratives about gender disparities in leadership to increase collective action. Findings indicate that shifting the narrative from women's underrepresentation to men's overrepresentation in leadership and focusing on the efficacy of women in leadership roles increases behaviors, intentions, and attitudes aimed to mitigate disparities.