

SPIKE W. S. LEE

Contact

Position: Assistant Professor, Marketing and Psychology (Cross-Appointed), Rotman School of Management, University of Toronto
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Education

2012 Ph.D., Social Psychology, University of Michigan, Ann Arbor, MI. Chair: Norbert Schwarz. Dissertation: "Psychological consequences of embodied and metaphorical thinking: Empirical properties, theoretical implications, and future directions"
2010 M.S., Social Psychology, University of Michigan, Ann Arbor, MI. Advisor: Norbert Schwarz. Thesis: "Clean your dirty mouth—No, not your hands: Modality-specific embodiment of the morality-hygiene metaphor"
2007 B.S.Sc., Psychology, *First-Class Honours*, Chinese University of Hong Kong (CUHK), Hong Kong. Advisor: Michael Harris Bond. Thesis: "Language as a culture-prime: Situated cognition and motivation effects on the self"

Employment

July 2016-present Assistant Professor (Cross-Appointment), Department of Psychology, University of Toronto, ON
July 2013-present Assistant Professor, Department of Marketing, Rotman School of Management, University of Toronto, ON
July 2012-June 2013 Assistant Professor (Conditional), Department of Marketing, Rotman School of Management, University of Toronto, ON

Recognitions

Select Awards

2016 Rising Star, Association for Psychological Science
2010 Early Graduate Student Researcher Award, American Psychological Association (3 awardees in the entire field of psychology)
2010 Philip Brickman Memorial Prize, University of Michigan (1 best predoctoral research paper in social psychology)
2003-2007 Dean's List, Department of Psychology, CUHK
2003-2007 College Head's List, United College, CUHK
2006 Head of College Creativity Prize, United College, CUHK (1 prize in college)

2005-2006 S. H. Sung Creativity Prize, won twice, Chung Chi College, CUHK
 2004-2005 University Honors, Visiting Student, University of Michigan

Select Scholarships

2007-2012 R C Lee Centenary Scholarship (**USD \$330,000**), Drs. Richard Charles and Esther Yewpick Lee Charitable Foundation (1 scholar in Hong Kong)
 2003-2007 Tsang Shiu Tim (Full-Tuition) Scholarship, won every year (**USD \$16,200**), United College, CUHK (2 scholars in psychology)
 2004-2005 HSBC Overseas Scholarship (**USD \$30,900**), The Hongkong Bank Foundation (6 scholars in Hong Kong)

Travel and Training Funds

2008-2012 Multiple conference travel awards (**USD \$3,150**), Society for Personality and Social Psychology; Rackham Graduate School, University of Michigan
 2008 Visiting scholar (**USD \$2,000**), Institute for Social Studies, University of Warsaw, Poland
 2008 Summer course funding for Inter-University Consortium for Political and Social Research (**USD \$1,300**), Rackham Graduate School, University of Michigan

Research

Funding History

2017-2022 Insight Grant, Social Sciences and Humanities Research Council, Canada
 Role: Principal Investigator
 Title: "An integrative theory of cleanliness: Enhancing intellectual, executive, and moral capacities through bodily experience for thriving business and society" (**CAD \$162,960; grant proposal in sextile #1 out of all applications**)
 2015-2017 Insight Development Grant, Social Sciences and Humanities Research Council, Canada
 Role: Principal Investigator
 Title: "How does a cleaning product change people's thinking, judgment, and behavior? Testing two mechanisms" (**CAD \$65,062; grant proposal ranked #1 out of all applications**)
 2015 New Researcher Award, Connaught Fund, University of Toronto
 Role: Principal Investigator
 Title: "How do people wipe the slate clean? Critical tests of an underlying mechanism and its cognitive and emotional consequences" (**CAD \$9,941**)
 2015 Theme Group, Netherlands Institute for Advanced Study (NIAS) in the Humanities and Social Sciences, The Netherlands
 Role: Co-Principal Investigator and Coordinator (with Hans IJzerman with Principal Investigator and Coordinator; Harry T. Reis, James A. Coan, and Julianne Holt-Lunstad as members)
 Title: "Social support: Channels, contexts, health consequences, and

- 2014-2017 technological applications" (**EUR €100,700**)
 University of Toronto Excellence Awards
 Role: Principal Investigator and Supervisor
 Students: Rachel Hwang (2014), Helen Yu (2016), Alexandra Volkov (2017), Phillip Johnston (2017) (total \$6,000 x 4 times = **CAD \$24,000**)
- 2006 Summer Research Grant, Psi Chi (International Honor Society in Psychology)
 Role: Investigator (with John A. Bargh as faculty advisor)
 Title: "The development, mechanisms, and ecology of nonconscious social behavior" (**USD \$3,150**)
- 2005-2006 Direct Grant, Social Science and Education Panel, CUHK
 Role: Co-Investigator (with Winnie W. S. Mak as Principal Investigator)
 Title: "A meta-analysis on acculturation" (**USD \$5,030**)
- 2005-2006 Direct Grant, Social Science and Education Panel, CUHK
 Role: Co-Investigator (with Michael Harris Bond as Principal Investigator)
 Title: "Self-mediated effects of language on affect" (**USD \$5,130**)

Research Interests

Embodiment, metaphor, social cognition, unconscious processes, knowledge activation and use, judgment and decision-making, relationship, culture

I am a social psychologist with interests in philosophy of mind and cognitive sciences. I investigate how constructs fundamental to social life (e.g., morality, trust, suspicion, love) are represented and processed in the human mind. I find that bodily states (e.g., physical cleanliness, fishy smells) exert causal influence on people's moral compass, decisional bias, and economic behavior, even if they are merely metaphorically related. Currently, I am building and testing (1) a theory of cleanliness and (2) a comprehensive framework for conceptualizing the precise mechanisms underlying mind-body relations.

Publications

- Google Scholar citations: 1,829
- My **students' names** appear in bold below.
- I also include each journal's Impact Factor (IF) 2 years after our publication; if unavailable, then the latest IF. Why 2 years? Because IF = average number of times articles from the journal published in the last 2 years have been cited in the year of interest.
- Full media coverage information is available in the Appendix.

Peer-Reviewed Articles Published

1. **Dong, P.**, & Lee, S. W. S. (2017). Embodiment as procedures: Physical cleansing changes goal priming effects. *Journal of Experimental Psychology: General*, 146, 592-605. doi:10.1037/xge0000285 [2015 IF = 4.07]
2. Lee, S. W. S. (2016). Multimodal priming of abstract constructs. *Current Opinion in Psychology*, 12, 37-44. doi:10.1016/j.copsy.2016.04.016
3. Lee, S. W. S., Tang, H., **Wan, J.**, Mai, X., & Liu, C. (2015). A cultural look at moral purity: Wiping the face clean. *Frontiers in Psychology*, 6, 577.

doi:10.3389/fpsyg.2015.00577 [2015 IF = 2.46]

Select media coverage: *Wall Street Journal*, *Academic Minute*, *Medical Xpress*, *EurekAlert Chinese*

4. Lee, S. W. S., & Schwarz, N. (2014). Framing love: When it hurts to think we were made for each other. *Journal of Experimental Social Psychology*, *54*, 61-67. doi:10.1016/j.jesp. 2014.04.007 [2015 IF = 2.50]
Select media coverage: *Global News*, *ABC News Radio*, *KVNU*, *610 CKTB*, *Huffpost Live*, *New Hampshire Public Radio*, *WAMC Northeast Public Radio*, *New York Times*, *Boston Globe*, *Huffington Post*, *National Review*, *Daily Mail*, *Reader's Digest Canada*, *Free Press Journal*, *Inside Higher Ed*, *Economic Times*, *Financial Express*, *Business Standard*, *Deccan Chronicle*, *ABP Live*, *New York*, *IANS*, *North Dallas Gazette*, *Delaware Online*, *Montreal Gazette*, *Elle*, *Salon*, *Pantheos*, *Her*, *Refinery 29*, *Express & Star*, *Bustle*, *Jezebel*, *Mic*, *Pulse*, *Shape*, *Medical Daily*, *Psychology Today*, *Psy Blog*, *Psych Central*, *Psy Web*, *DNews*, *El Universal (Spanish)*, *ET Today (Chinese)*, *Merdeka (Indian)*
5. Uskul, A. K., Oyserman, D., Schwarz, N., Lee, S. W. S., & Xu, A. J. (2013). How successful you have been in life depends on the response scale used: The role of cultural mindsets in pragmatic inferences drawn from question format. *Social Cognition*, *31*, 222-236. doi:10.1521/soco.2013.31.2.222 [2015 IF = 1.29]
6. Lee, S. W. S., & Schwarz, N. (2012). Bidirectionality, mediation, and moderation of metaphorical effects: The embodiment of social suspicion and fishy smells. *Journal of Personality and Social Psychology*, *103*, 737-749. doi:10.1037/a0029708 [2014 IF = 5.03]
Select media coverage: *Harvard Business Review*, *Washington Post*, *O the Oprah Magazine*
7. Owe, E., Vignoles, V. L., Becker, M., Brown, R., Smith, P. B., Lee, S. W. S., ...Jalal, B. (2012). Contextualism as an important facet of individualism-collectivism: Personhood beliefs across 37 national groups. *Journal of Cross-Cultural Psychology*, *44*, 24-45. doi:10.1177/0022022111430255 [2014 IF = 1.93]
8. Lee, S. W. S., & Schwarz, N. (2011). Wiping the slate clean: Psychological consequences of physical cleansing. *Current Directions in Psychological Science*, *20*, 307-311. doi:10.1177/0963721411422694 [2013 IF = 4.82]
Select media coverage: *NPR Seattle*, *US News*, *Daily Mail*, *Express*, *Asian News International*, *Okezone (Indonesian)*, *Gezondheidsnet (Dutch)*, *Volny (Czech)*, *Sueddeutsche (German)*
9. Lee, S. W. S., & Schwarz, N. (2010). Washing away postdecisional dissonance. *Science*, *328*, 709. doi:10.1126/science.1186799 [2012 IF = 31.03]
Select media coverage: *Science Podcast*, *NPR Morning Edition*, *NPR Science Friday*, *ABC Radio Australia Today*, *Scientific American*, *National Geographic News*, *CNN*, *CBS News*, *Psychology Today*, *elmundo (Spanish)*, *G1 (Portuguese)*, *AktuelPsikoloji (Turkish)*, *Wprost (Polish)*, *Forte (Estonian)*, *Membrana (Russian)*, *AGI (Italian)*, *Cite-Sciences (French)*, *derStandard (German)*, *Scientias (Dutch)*, *VNExpress (Vietnamese)*, *EurekAlert Japanese*, *Scientific American Chinese*
10. Lee, S. W. S., & Schwarz, N. (2010). Dirty hands and dirty mouths: Embodiment of the moral-purity metaphor is specific to the motor modality involved in moral transgression. *Psychological Science*, *21*, 1423-1425.

doi:10.1177/0956797610382788 [2012 IF = 4.54]

Select media coverage: CBS Detroit, The Globe and Mail, ScienceDaily, AOL Health, United Press International, Asian News International, Full Frontal Psychology

11. Lee, S. W. S., Schwarz, N., **Taubman, D.**, & **Hou, M.** (2010). Sneezing in times of a flu pandemic: Public sneezing increases perceptions of unrelated risks and shifts preferences for federal spending. *Psychological Science*, 21, 375-377.

doi:10.1177/0956797609359876 [2012 IF = 4.54]

Select media coverage: New York Times, Los Angeles Times, Washington Post, Scientific American, Time.com, United Press International, HealthDay News, Live Science, Science Blogs, Scientific Blogging, Miller-McCune, Asian News International, AFPBB News (Japanese), Romandie News (French), Univision Puerto Rico (Spanish)

12. Lee, S. W. S., Oyserman, D., & Bond, M. H. (2010). Am I doing better than you? That depends on whether you ask me in English or Chinese: Self-enhancement effects of language as a cultural mindset prime. *Journal of Experimental Social Psychology*, 46, 785-791. doi:10.1016/j.jesp.2010.04.005 [2012 IF = 2.22]

13. Oyserman, D., & Lee, S. W. S. (2008). Does culture influence what and how we think? Effects of priming individualism and collectivism. *Psychological Bulletin*, 134, 311-342. doi:10.1037/0033-2909.134.2.311 [2010 IF = 11.98]

Book Chapters Published

1. Lee, S. W. S., & Schwarz, N. (2016). Clean-moral effects and clean-slate effects: Physical cleansing as an embodied procedure of psychological separation. In R. Duschinsky, S. Schnall, & D. H. Weiss (Eds.), *Purity and danger now: New perspectives* (pp. 136-161). New York: Routledge.
2. Lee, S. W. S., & Schwarz, N. (2013). Metaphor in judgment and decision making. In M. J. Landau, M. D. Robinson, & B. P. Meier (Eds.), *The power of metaphor: Examining its influence on social life* (pp. 85-108). Washington, DC: American Psychological Association.
3. Lee, S. W. S., & Ellsworth, P. C. (2013). Maggots and morals: Physical disgust is to fear as moral disgust is to anger. In J. J. R. Fontaine, K. R. Scherer, & C. Soriano (Eds.), *Components of emotional meaning: A sourcebook* (pp. 271-280). Oxford, England: Oxford University Press.
4. Oyserman, D., & Lee, S. W. S. (2008). A situated cognition perspective on culture: Effects of priming cultural syndromes on cognition and motivation. In R. M. Sorrentino & S. Yamaguchi (Eds.), *Handbook of motivation and cognition across cultures* (pp. 237-265). San Diego, CA: Elsevier.
5. Oyserman, D., & Lee, S. W. S. (2007). Priming 'culture': Culture as situated cognition. In S. Kitayama & D. Cohen (Eds.), *Handbook of cultural psychology* (pp. 255-279). New York: Guilford Press.

Presentations

- My **students' names** appear in bold below.

Invited Colloquia Talks at Research Universities

1. Lee, S. W. S. (2017, April 14). *Embodiment as procedures: The case of cleansing as*

- a procedure of separation.* University of Michigan (Psychology), Ann Arbor, MI.
2. Lee, S. W. S. (2016-2017). *A theory of cleanliness: A sketch, some predictions, and implications for embodied processes.*
 - a. (2017, January 11). University of Guelph (College of Business and Economics), Guelph, ON.
 - b. (2016, October 6). University of California, Riverside (Anderson Graduate School of Management), CA.
 - c. (2016, September 22). University of California, Los Angeles (Psychology), CA.
 3. Lee, S. W. S. (2016, March 17). *Clean, moral, and beyond: Clues to the embodied metaphorical mind.* Arizona State University (Psychology), Tempe, AZ.
 4. Lee, S. W. S. (2016, March 11). *Clean-moral effects and clean-slate effects: Clues to the embodied metaphorical mind.* University of Louisville (College of Business), Louisville, KY.
 5. Lee, S. W. S. (2015, October 13). *Wipe off and write on: Physical cleansing changes goal priming effects.* University of Southern California (Mind and Society Center), Los Angeles, CA.
 6. Lee, S. W. S. (2015). *The embodied metaphorical mind: Clean, moral, and beyond.*
 - a. (April 27). University of Cambridge (Centre for Research in the Arts, Social Sciences, and Humanities), Cambridge, UK.
 - b. (April 23). Università degli Studi di Padova (Psychology), Padova, Italy.
 - c. (April 15). Vrije Universiteit Amsterdam (Faculty of Economics and Business Administration), Amsterdam, The Netherlands.
 - d. (April 10). Tilburg University (Psychology), Tilburg, The Netherlands.
 - e. (April 2). Vrije Universiteit Amsterdam (Psychology), Amsterdam, The Netherlands.
 7. Lee, S. W. S. (2013-2014). *Metaphorical effects of bodily cues: The case of purity.*
 - a. (2014, April 18). University of California, San Diego (Psychology), CA.
 - b. (2014, March 5). University of Waterloo (Psychology), Waterloo, Canada.
 - c. (2014, February 5). University of Chicago (Booth School of Business), Chicago, IL.
 - d. (2013, July 16). University of Würzburg (Psychology), Würzburg, Germany.
 - e. (2013, July 15). University of Mannheim (Psychology), Mannheim, Germany.
 - f. (2013, July 9). University of Cologne (Psychology), Cologne, Germany.
 8. Lee, S. W. S. (2012, May 4). *Psychological consequences of embodied and metaphorical thinking in judgment and behavior: Empirical properties and theoretical implications.* Shanghai University of Finance and Economics (School of International Business Administration), Shanghai, China.
 9. Lee, S. W. S. (2011). *Wiping the slate clean: Psychological consequences of physical cleansing.*
 - a. (May 19). Beijing Normal University (National Key Laboratory of Cognitive Neuroscience and Learning), Beijing, China.
 - b. (May 18). Peking University (Guanghua School of Management), Beijing, China.
 10. Lee, S. W. S. (2009). *Dirty and fishy: Some exploratory tests of how commonly used metaphors are embodied.*
 - a. (June 29). Université de Grenoble (Psychology), Grenoble, France.

- b. (June 28). Swiss Center for Affective Sciences, Geneva, Switzerland.

Invited Talks at International Conferences

1. Lee, S. W. S. (2016, May). *A theory of cleanliness: A sketch*. Duck Conference on Social Cognition, Corolla, NC.
2. Lee, S. W. S. (2013, July). *Are moral-purity effects modality-sensitive?* Moral Dynamics and Responsible Consumer Behavior preconference of the Association for Consumer Research, Barcelona, Spain.
3. Lee, S. W. S. (2012, January). *How can metaphorical effects be bidirectional? An attempt to clarify some conceptual and empirical issues*. Embodiment preconference of the Society for Personality and Social Psychology, San Diego, CA.
4. Lee, S. W. S. (2011, October). *Embodiment in consumer judgment and decision-making: Behavioral, psychological, and neural perspectives*. Association for Consumer Research, St. Louis, MO.

Peer-Reviewed Talks at International Conferences

1. Lee, S. W. S. (2016, May). *A theory of cleanliness: A sketch*. Embodiment workshop at Choice Symposium, Lake Louise, AB, Canada.
2. Lee, S. W. S., & **Dong, P.** (2015, September). *Wipe off and write on: Physical cleansing changes goal priming effects*. Society for Experimental Social Psychology, Denver, CO.
3. Lee, S. W. S., & Schwarz, N. (2014-2015). *Framing love: When it hurts to think we were made for each other*.
 - a. (2015, March). International Convention of Psychological Science, Amsterdam, The Netherlands.
 - b. (2014, October). Society for Experimental Social Psychology, Columbus, OH.
4. Lee, S. W. S., & Schwarz, N. (2013, January). *When and why it hurts to think we were made for each other: Judgment effects of metaphorical framing are moderated by timing of frame accessibility and mediated by highlighting*. Society for Personality and Social Psychology, New Orleans, LA.
5. Lee, S. W. S., & Schwarz, N. (2012). *Psychological consequences of conceptual metaphors can be bidirectional, sensitive to context, and generalized to novel domains: The case of cleanliness*.
 - a. (May, 2012). Association for Psychological Science, Chicago, IL.
 - b. (February, 2012). Society for Consumer Psychology, Las Vegas, NV.
6. Lee, S. W. S., & Schwarz, N. (2011, October). *Where do you draw the line? Perceptual and mental boundaries*. Association for Consumer Research, St. Louis, MO.
7. Lee, S. W. S., & Schwarz, N. (2011). *Something smells fishy here: Fishy smells increase suspicion and suspicion enhances identification of fishy smells*.
 - a. (October). Association for Consumer Research, St. Louis, MO.
 - b. (February). Society for Consumer Psychology, Atlanta, GA.
 - c. (January). Society for Personality and Social Psychology, San Antonio, TX.
8. Schwarz, N., Chandler, J., & Lee, S. W. S. (2011, October). *Embodiment revisited: A social cognition perspective*. Society for Experimental Social Psychology, Washington, DC.

9. Schwarz, N., Lee, S. W. S., & Xu, J. (2011, July). *Beyond moral purity: Washing revisited*. European Association of Social Psychology, Stockholm, Sweden.
10. Lee, S. W. S., Schwarz, N., & Shaw, E. (2011, January). *Wipe away your past: Clean slate effects*. Embodiment preconference, Society for Personality and Social Psychology, San Antonio, TX.
11. Schwarz, N., & Lee, S. W. S. (2011, January). *On the one hand, on the other hand: How hand movements tune the mind*. Society for Personality and Social Psychology, San Antonio, TX.
12. Lee, S. W. S., & Schwarz, N. (2010, October). *Washing away the past with cleaning products: Of dirty mouths, dirty hands, and post-decisional dissonance*. Association for Consumer Research, Jacksonville, FL.
13. Lee, S. W. S., & Schwarz, N. (2010, October). *On the one hand, on the other hand: Motor movements activate the "balance" goal*. Association for Consumer Research, Jacksonville, FL.
14. Lee, S. W. S., & Schwarz, N. (2010, January). *Dirty hands and dirty mouths: Embodiment of the morality-hygiene metaphor is specific to the motor modality used*. Society for Personality and Social Psychology, Las Vegas, NV.
15. Ellsworth, P. C., & Lee, S. W. S. (2009, August). *Two kinds of disgust: Physical disgust resembles fear, moral disgust resembles anger*. International Society for Research on Emotion, Leuven, Belgium.
16. Lee, S. W. S., Oyserman, D., & Bond, M. H. (2008, July). *Cultural ingredients of language*. International Association for Cross-Cultural Psychology, Bremen, Germany.
17. Lee, S. W. S., Oyserman, D., & Bond, M. H. (2008, May). *What does language prime? Midwestern Psychological Association, Chicago, IL*.
18. Lee, S. W. S. (2006, May). *Culture-priming*. Student Visitor Exchange Programme (Peking University, National Taiwan University, Chinese University of Hong Kong), Hong Kong.
19. Lee, S. W. S., Mok, L. W. S., & Mak, W. W. S. (2004, August). *Effects of self-stigma of mental health consumers on their acceptance of disability*. International Congress of Psychology, Beijing, China.

Peer-Reviewed Posters at International Conferences

1. Lee, S. W. S., Schwarz, N., **Hebda, L.**, & **Lupei, M.** (2010, May). *"Something smells fishy here": Suspicion affects olfaction through a conceptual metaphor*. Association for Psychological Science, Boston, MA.
2. Lee, S. W. S., Oyserman, D., & Bond, M. H. (2008, February). *What you speak now changes what you want: Cognitive and motivational effects of language as a culture-prime*. Society for Personality and Social Psychology, Albuquerque, NM.
3. Uskul, A. K., Oyserman, D., Schwarz, N., & Lee, S. W. S. (2008, February). *Who is asked what in what way? Interactive effects of culture, question content and format on self-reports*. Society for Personality and Social Psychology, Albuquerque, NM.
4. Oyserman, D., & Lee, S. W. S. (2005, May). *What does the priming literature tell us about culture effects?* Association for Psychological Science, Los Angeles, CA.
5. Lee, S. W. S., Wong, S. S. F., & Ng, S. S. L. (2004, June). *Applicability of Sternberg's triangular theory of love to the Chinese*. Hong Kong Psychological Society, Hong Kong.

6. Ng, S. S. L., Wong, S. S. F., & Lee, S. W. S. (2004, June). *Cognitive views on typing errors*. Hong Kong Psychological Society, Hong Kong.

Invited Talks at Internal Speaker Series, Seminars, and Courses

1. Lee, S. W. S. (2017, February). *Fishy smells and social suspicion*. Advanced Social Psychology (doctoral seminar), University of California, Irvine, CA.
2. Lee, S. W. S. (2016, February). *Clean, moral, and beyond: Clues to the embodied metaphorical mind*. Organizational Behaviour (doctoral seminar), University of Toronto, Toronto, ON.
3. Lee, S. W. S. (2015, May). *The embodied metaphorical mind: Cleansing, morality, and love*. Embodiment and Music (undergraduate seminar), University of California, San Diego, CA.
4. Lee, S. W. S. (2014, December). *Embodied cognition, metaphor, and how to design a research program*. Consumer Behaviour (doctoral seminar), University of Toronto, Toronto, ON.
5. Lee, S. W. S. (2013, August). *Is irrationality truly damaging to welfare and well-being?* Behavioural Economics in Action (massive open online course), University of Toronto, Toronto, ON.
6. Lee, S. W. S. (2013, March). *Embodied metaphorical mind: Emerging processes and questions from an ongoing meta-analytic review*. Faculty Data Blitz at the Social, Personality, and Abnormal Psychology Meeting (speaker series), University of Toronto, Toronto, ON.
7. Lee, S. W. S. (2012, November). *Psychology research and graduate school application*. Psychology Students Association (undergraduate seminar), University of Toronto, Toronto, ON.
8. Lee, S. W. S. (2012). *Psychological consequences of embodied and metaphorical thinking: Empirical properties and theoretical implications*.
 - a. (November). Ebbinghaus Empire Series (speaker series), University of Toronto, Toronto, ON.
 - b. (October). Organizational Behaviour (speaker series), University of Toronto, Toronto, ON.
9. Lee, S. W. S. (2011, January). *Cognition is embodied and metaphoric: Good studies and not-so-good ones*. Applied Sensation and Perception (doctoral seminar), University of Michigan, Ann Arbor, MI.
10. Lee, S. W. S. (2010, October). *Publish-or-perish and scientific writing*. Undergraduate Research Opportunity Program (undergraduate seminar), University of Michigan, Ann Arbor, MI.
11. Lee, S. W. S. (2010, September). *Research career and scientific approach*. Undergraduate Research Opportunity Program (undergraduate seminar), University of Michigan, Ann Arbor, MI.
12. Lee, S. W. S. (2010, March). *Love, sex, and attraction*. Introduction to Social Psychology (undergraduate course), University of Michigan, Ann Arbor, MI.

Professional Activities

Editor of Special Issues of Peer-Reviewed Journals

2016-2017 *Journal of the Association for Consumer Research*, "Embodied cognition,

- sensory marketing, and the conceptualization of judgment and decision processes"
- 2013-2014 *In-Mind*, "Embodiment"
- 2013 *Journal of Consumer Psychology*, "Sensory perception, embodiment, and grounded cognition: Implications for consumer behavior"

Organizer of Preconferences and Workshops

1. Lee, S. W. S., & Robinson, M. D. (2014-2017). *Embodiment*. Preconference at the annual meeting of the Society for Personality and Social Psychology.
 - a. (2017, January). San Antonio, TX.
 - b. (2016, January). San Diego, CA.
 - c. (2015, February). Long Beach, CA.
 - d. (2014, February). Austin, TX.
2. Lee, S. W. S., Krishna, A., & Schwarz, N. (2016, May). *Embodied cognition, sensory marketing, and decision making: What have we learned? Where do we go?* Workshop at the triennial Invitational Choice Symposium, Lake Louise, AB.
3. IJzerman, H., & Lee, S. W. S. (2015, March). *Social support TAT: Theory, applications, and technology*. Workshop at the Lorentz Center, Universiteit Leiden, Leiden, The Netherlands.
4. IJzerman, H., & Lee, S. W. S. (2015, February). *Relationships, technology, and health*. Workshop at the Kurt Lewin Instituut, Wassenaar, The Netherlands.
5. Meier, B., Schnall, S., Schwarz, N., & Lee, S. W. S. (2013, January). Preconference at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Chair of Peer-Reviewed Conference Symposia

1. Lee, S. W. S., & Schwarz, N. (2015, September). *Embodied mechanisms and situated flexibility of emotions, concepts, and mental procedures*. Symposium at the annual meeting of the Society for Experimental Social Psychology, Denver, CO.
2. Steinmetz, J., & Lee, S. W. S. (2013, January). *Shifting processes of evaluation, affect, and motivation through bodily and metaphorical cues*. Symposium at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
3. Song, H., & Lee, S. W. S. (2011, January). From the social to the physical world and back: Bidirectional influences in grounded cognition. Symposium at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.
4. Schwarz, N., & Lee, S. W. S. (2010, January). Feeling, thinking, and the body: Developments in embodied cognition. Symposium at the annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Organizer of Speaker Series

- 2014-2017 Annual speaker series and special guest speaker, Department of Marketing, University of Toronto.
- 2011 "Embodiment and metaphors in social life: Their influence on cognition, affect, and behavior," special speaker series, Research Center for Group

Dynamics, Institute for Social Research, University of Michigan.

Conference Committee and Review Board

- 2016, June Conference Committee, Behavioral Decision Research in Management, Toronto, ON.
2013, October Competitive Papers Review Board, Association for Consumer Research, Chicago, IL.

University Boards and Committees

University of Toronto

2016-2018 Social Sciences, Humanities, and Education Research Ethics Board

Department of Marketing, University of Toronto

- 2016-2017 Ph.D. admissions committee
2013-2016 Rotman Commerce committee
2013-2014 Senior faculty recruiting committee
2012-2014 Ph.D. admissions committee

Department of Psychology, University of Michigan

2010-2011 Senior faculty search committee

Ad hoc Reviewer

Grant

National Science Foundation

Journals

Anxiety, Stress, and Coping
Asian Journal of Social Psychology
Cognition
Cognition & Emotion
Emotion
European Journal of Social Psychology
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Personality and Social Psychology
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Bulletin
Perspectives on Psychological Science
Public Library of Science: ONE
Psychological Bulletin
Psychological Research
Psychological Science
Self and Identity

Social Cognition
Social and Personality Psychology Compass
Social Psychological and Personality Science
Visual Cognition

Advisor of Students and Fellows

Ph.D. Students

1. Alexander Kaju, 2016-present (in progress), co-advisor. Currently a Doctoral Student.
2. Ping Dong, 2012-present (in progress), co-advisor. Currently a Doctoral Student.
3. Jing Wan, 2012-2015, co-advisor. Currently an Assistant Professor at the University of Groningen, Groningen, The Netherlands.
4. Nicole Robitaille, 2013-2014, co-advisor. Currently an Assistant Professor at Queen's University, Kingston, ON.
5. Rimma Teper, 2012-2013, co-advisor. Currently a Postdoctoral Fellow at the University of Toronto, Toronto, ON.

Postdoctoral Fellow

1. Amy Muise, 2013-2016, co-advisor. Currently an Assistant Professor at York University, Toronto, ON.

Ph.D. Committee

1. Konstantin Tskhay, 2016, dissertation committee member. Currently a Human Capital Consultant at Deloitte Canada, Toronto, ON.

Undergraduate Students

1. Heather Artushin (Burcham), 2010-2012, research and honors thesis advisor. Currently a Limited Licensed Master Social Worker in Grand Rapids, MI.
 2. Margaret "Maggie" Cease, 2009-2012, research and honors thesis advisor. Currently a Founder and Owner of Aapricity Marketing LLC, Ann Arbor, MI.
 3. Elisha Shaw, 2009-2011, research and honors thesis advisor. Currently a Receptionist at Gaide Veterinary Hospital, Jerome, MI.
 4. Madeline Claire Lupei, 2009-2011, research and honors thesis advisor. Currently a Licensed Clinical Social Worker and Community Care Coordinator at Meridian Health Plan, Chicago, IL.
- 16 other research assistants and 2 lab managers, ongoing advisor.
 - 82 other research assistants during 2007-2012, advisor.
 - Under my training and mentorship, my undergraduate students have gone on to Master's and Ph.D. programs around the world, e.g.,
 - University of California at Berkeley
 - University of Southern California
 - University of Toronto
 - University of Waterloo
 - McGill University
 - University of Hong Kong
 - They have also received a range of honors and recognitions, e.g.,
 - Fulbright Scholarship for psychological research

- Full scholarship at Institut Francais de la Mode
- Korean Honor Scholarship
- Theses with Highest Honors
- University of Toronto Excellence Awards (2014, 2016, 2017)
- Yu-An Farm Scholarship
- Summer fellowships/internships at Harvard, Carnegie Mellon, Johns Hopkins, and Michigan
- Academic visits in Italy and the Netherlands
- Presentations at international conferences (Lee, Schwarz, Hebda, & Lupei, 2010, Association for Psychological Science; Lee, Schwarz, & Shaw, 2011, Society for Personality and Social Psychology)
- Publication in a top-tier peer-reviewed journal (Lee, Schwarz, Taubman, & Hou, 2010, *Psychological Science*)

Teaching

Teaching Awards

2013 (Winter), Excellence in Teaching Award, Rotman School of Management,
2014 (Winter) University of Toronto

MBA Teaching

2015 (Summer), Managing Customer Value (Instructor), Department of Marketing,
2016 (Summer) University of Toronto. Responsibilities: teaching 2 sections (each ~60 students, 4 hours per week), writing and giving lectures, running in-class case analysis and discussions, writing exams, designing group projects

Undergraduate Teaching

2013 (Winter), Principles of Marketing (Instructor), Department of Marketing,
2014 (Winter), University of Toronto. Responsibilities: teaching 3 sections (each ~45
2014 (Fall), 2015 students, 2 hours per week), writing and giving lectures, running
(Winter first half) in-class case studies and discussions, writing exams, designing group projects

2011 (Winter) Introduction to Psychology (Graduate Student Instructor),
Department of Psychology, University of Michigan. Responsibilities:
teaching 2 discussion sections (each ~30 students, 2 hours per
week), designing section plans, giving lectures, facilitating
discussions, running in-class demonstrations, writing exam questions,
grading individual papers and group assignments

2010 (Winter) Introduction to Social Psychology (Graduate Student Instructor),
Department of Psychology, University of Michigan. Responsibilities:
teaching 2 discussion sections (each ~30 students, 2 hours per
week,) designing section plans, giving lectures, facilitating
discussions, running in-class demonstrations and field experiments,
writing exam questions, grading individual papers

Training

2013 (Spring) Case Teaching Workshop, Rotman School of Management,
University of Toronto

References

Norbert Schwarz

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Appendix

Interviews and Media Relations

Broadcast Interviews

2016, February 25	A cultural look at purity, The Academic Minute, Inside Higher Ed
2014, December 4	Framing love, The Academic Minute, WAMC Northeast Public Radio
2014, December 3	Framing love, The Academic Minute, Inside Higher Ed
2014, September 4	Do you believe in soul mates?, Word of Mouth, New Hampshire Public Radio
2014, September 3	Soul mates, Larry Fedoruk, 610 CKTB
2014, August 4	Should we stop believing in soulmates?, coverage by DNews
2014, July 29	Your soul mate may not wind up being your sole mate, News Radio, ABC
2014, July 29	Your soul mate may not wind up being your sole mate, Health, KVNU
2011, November 3	Psychological consequences of physical cleansing, The Conversation, KUOW 94.9 (NPR Seattle)
2010, June 15	Washing away postdecisional dissonance, Radio Islam, WCEV 1450AM
2010, May 20	How a commonplace hygienic habit could help with those difficult decisions, Nights, Radio New Zealand National 101FM
2010, May 14	Washing away postdecisional dissonance, Brian Lehrer Show, WNYC New York Public Radio (NPR New York)
2010, May 11	Washing away postdecisional dissonance, Lucy Ann Lance Show, WLBY 1290AM
2010, May 7	Stressful decision? Washing hands could help soothe, Morning Edition, National Public Radio (NPR)
2010, May 7	Wash your hands of that decision, Talk of the Nation – Science Friday, National Public Radio (NPR)
2010, May 7	Washing away past decisions, Science Podcast, American Association for the Advancement of Science
2010, May 7	Washing away postdecisional dissonance, Australia Today, ABC Radio
2009, November 16	Sneezing in times of a flu pandemic, Susan Soltero, Univision Puerto Rico (Spanish)
2009, November 4	Sneezes provoke fears beyond illness, 60-Second Science, Scientific American

Text Interviews and Coverage

2016, March 30	Metaphors that make us feel clean and dirty, literally, Wall Street Journal
2016, February 9	How does ritually cleaning our body symbolize moral purification? (title translated from Chinese), EurekAlert Chinese Q&A with Chinese Scientists
2016, January 25	Is there scientific proof that soulmates exist?, Bustle
2016, January 12	A cultural look at moral purity: Wiping the face clean, Medical Xpress
2015, December 29	Does "the one" exist? Here's the science behind soulmates, Bustle
2015, May 19	Psikolog: Soulmate atau belahan jiwa itu benar-benar ada, Merdeka (Indonesian)
2015, February 28	The surprising science of soulmates, Reader's Digest Canada
2015, February 14	Saint-Valentin : arrêtez de chercher l'âme sœur, c'est dans notre nature de nous contenter d'une personne "acceptable", Le HuffPost (French)
2014, December 25	11 important things all happy couples know (according to scientists), Pulse
2014, December 24	11 things scientists discovered this year that happy couples have known forever, Mic

2014, October 14	Is there really such a thing as 'the one'?, Huffington Post
2014, September 8	The truth about 'settling', Huffington Post
2014, September 1	Looking for a soul mate? You're looking for trouble, Psychology Today
2014, August 27	Creer que tu pareja es tu "alma gemela" podría arruinar la relación, El Universal (Spanish)
2014, August 26	'Finding soulmates' is a bad idea? (title translated from Chinese), PanSci (Chinese)
2014, August 21	Couples who believe to be 'soulmates' prone to be unhappy: Study, ABP Live
2014, August 13	Smelling something fishy makes people more suspicious, Pacific Standard
2014, August 12	How to recognize your soulmate, Montreal Gazette
2014, August 6	Vous êtes faits l'un pour l'autre? Ne le dites pas, c'est mauvais pour votre couple, Le HuffPost (French)
2014, August 6	Is there such thing as soul mates? Believing in partnerships like this can be dangerous for your relationship, Bustle
2014, August 5	Stop saying you two are 'made for each other' -- It's hurting your relationship, Huffington Post
2014, August 5	You're probably thinking about soul mates all wrong, Jezebel
2014, August 3	Science says we should stop calling couples "soul mates", Mic
2014, August 1	Here's the thing that 'lasting love' is really about, The New York Times
2014, July 31	Science says stop looking for your soul mate, Elle
2014, July 31	Falling in love? You better hope they're not your soulmate, Her
2014, July 31	Soul mates? You're better off being realistic, Delaware Online
2014, July 31	What is love: Are you made for each other or are you on a journey?, Psy Blog
2014, July 30	The idea of "soul mates" may be hurting your relationship, Shape
2014, July 30	When is £18 million not worth saving?, Express & Star
2014, July 30	Don't call your relationship "perfect", Refinery 29
2014, July 30	The case against 'soul mates', New York
2014, July 29	Couples who believe to be 'soulmates' prone to be unhappy: Study, Deccan Chronicle
2014, July 29	If you're looking to find love, keep it real: Study, Global News
2014, July 29	Realistic couples happier than 'soul mates' study shows, North Dallas Gazette
2014, July 29	Married to your soul mate? You might be in trouble, Pantheos
2014, July 28	Thinking 'we were made for each other' can hurt relations, The Free Press Journal
2014, July 28	Couples who believe to be 'soulmates' prone to be unhappy: Study, Business Standard
2014, July 28	Married to your soul mate? You might be in trouble, National Review
2014, July 27	Research on 'Love Is A Journey': Soulmates are more likely to break up (title translated from Chinese), ET Today (Chinese)
2014, July 27	Soulmates aren't as happy as realistic couples; why perspective matters, Medical Daily
2014, July 26	Made for each other? It actually hurts, IANS
2014, July 26	Relationships: Why the perfect couple may not be, PsyWeb
2014, July 25	Think relationships are made in heaven? It actually hurt you, The Economic Times
2014, July 25	Soul mates are doomed, Salon
2014, July 25	Thinking 'we were made for each other' can hurt relations, The Financial Express

2014, July 25	Soulmates have worst relationships, Psych Central
2014, July 25	Why soulmates are 'more likely to split up': Couples who think they're a perfect match find rows harder to get over, Daily Mail
2014, July 24	If you're 'meant to be,' you're probably unhappy, Boston Globe
2013, December 20	How metaphors affect our thinking and behaviour, Forbes India
2013, January 22	A fishy smell makes people more suspicious, Harvard Business Review
2012, March 7	Smelling fish makes you think something's fishy, The Washington Post
2012, January 1	Quit waffling, Parade magazine
2012, January 1	Can you wash away worries?, Health magazine
2011, December	The latest science on the senses, O the Oprah Magazine
2011, December 2	Can you wash away your troubles?, Completely You
2011, October 13	Clean hands, clear head, Men's Health
2011, October 10	Washing the body 'cleanses' the mind, U.S. News
2011, October 7	Why you really can wash the man out of your hair, Daily Mail
2011, October 7	Hand-washing gives one a 'clean' sense, Okezone (Indonesian)
2011, October 7	It can really wash away your troubles, Het Laatste Nieuws (Dutch)
2011, October 7	Wash that man out of your hair, Express
2011, October 7	Can you really wash away your troubles?, Huffington Post
2011, October 6	Wash your worries away, GezondheidsNet
2011, October 6	Washing and showering can get rid of aches and pains, Volny (Czech)
2011, October 6	Rites and rituals help to cleanse the mind, Psych Central
2011, October 6	You can literally wash away your troubles and pain with soap, Asian News International
2011, September 1	Stop overthinking a situation, Cosmopolitan
2011, January 1	Body of thought, Scientific American Mind
2010, December 23	Psyche: Washing hands 'cleans' our mind, AGI (Italian)
2010, October 6	People who lie may crave mouthwash, United Press International
2010, October 4	Clean hands, but a foul mouth!, Huffington Post
2010, October 3	Lie and you want to wash out your mouth, CBS Detroit
2010, September 30	Lying really does create desire to clean 'dirty' body part, Asian News International
2010, September 30	Wash away your sins, The Globe and Mail
2010, September 29	Dirty hands, dirty mouths: Study finds a need to clean the body part that lies, Science Daily
2010, August 1	Washing away postdecisional dissonance, Happiness Republic magazine (Chinese)
2010, May 25	Why would washing our hands reduce cognitive dissonance? Spike Lee answers, Science & Religion Today
2010, May 8	Washing your hands can do more than just keep 'em clean, Sydney Morning Herald
2010, May 7	Wash hands before having any doubts, Scientias (Dutch)
2010, May 7	Wash hands for questions, Peru21 (Spanish)
2010, May 7	Wash your hands – and free your mind, The Independent
2010, May 7	Guilt disappears after washing hands, Het Laatste Nieuws (Dutch)
2010, May 7	How washing your hands can remove guilt, Marie Claire
2010, May 7	Hand-washing wipes emotional baggage from decisions, New Scientist
2010, May 7	Concluding washing, KopalniaWiedzy (Polish)
2010, May 7	Reassurance from the tap, Wissenschaft (German)
2010, May 7	Washing hands also "clarifies" the doubts, ABC (Spanish)
2010, May 7	Washing hands helps us wash hands of past immorality, Indo-Asian News Service
2010, May 7	Proof that hand washing helps to reject the choice made in doubt, Rian

	(Russian)
2010, May 7	Washing hands makes the mind free, Forte (Estonian)
2010, May 7	Wash away the doubts, Sueddeutsche (German)
2010, May 7	Washing hands removes doubt--study, The Money Times
2010, May 7	Wash your hands: A way to cleanse the conscience and also dispel the doubts, Corriere (Italian)
2010, May 7	Handwashing helps with comparative doubt, Welt (German)
2010, May 7	Scientists have discovered an unusual consequence of handwashing, Membrana (Russian)
2010, May 7	Doubts disappear by washing hands, NU (Dutch)
2010, May 7	Wash your hands after decision, VNExpress (Vietnamese)
2010, May 7	Wash hands to feel good, Cite-Sciences (French)
2010, May 7	Difficult decision? Wash your hands!, Excite (Dutch)
2010, May 7	Dislike leads to doubt?, FAQT (Dutch)
2010, May 7	Washing your hands clears thinking, TechEye
2010, May 7	You have doubts? Wash your hands, Wprost (Polish)
2010, May 7	Wash your hands for a clean conscience, Express
2010, May 7	Wash away the doubts, science.ORF (German)
2010, May 7	Handwashing takes doubts away, Knack (Dutch)
2010, May 7	Just amazing experiment: Wash your doubts away!, Spiegel (German)
2010, May 6	Hand washing dispels the decision demons, Ars Technica
2010, May 6	Foamy denial, Gehirn&Geist (German)
2010, May 6	Washing your hands reduces cognitive dissonance, Psychology Today
2010, May 6	Hand washing satisfies doubt in the mind, AktuelPsikoloji (Turkish)
2010, May 6	Washing hands after decision making soothes the conscience, says study, G1 (Portugese)
2010, May 6	Washing hands makes tough choices easier, Discovery News
2010, May 6	Hand-washing wipes away buyer's remorse, Live Science
2010, May 6	Hand washing wipes away regrets?, National Geographic
2010, May 6	Washing hands serves mental health, Publico (Spanish)
2010, May 6	Wash your regrets away?, CNN Health
2010, May 6	Washing hands frees you from doubt after difficult decisions, Aachener Nachrichten (German)
2010, May 6	Maybe Lady Macbeth was right after all, CBS News
2010, May 6	Washing hands removes doubt, not just dirt, WebMD
2010, May 6	Handwashing is physically and emotionally cleansing, psychologists claim, The Daily Telegraph
2010, May 6	Cleanliness is next to self-righteousness, Pacific Standard
2010, May 6	Washing hands 'clarifies' doubts about difficult decisions, elmundo (Spanish)
2010, May 6	So that's why Pontius Pilate washed his hands - it can help ease niggling doubts about decisions, Daily Mail
2010, May 6	Hand washing removes traces of past decisions, derStandard (German)
2010, May 6	Washing hands 'helps dispel doubts', The Press Association
2010, May 6	Wash away your doubts when you wash your hands, PhysOrg
2010, May 6	Out, damn'd decision: Hand washing helps us live with our choices, Scientific American
2010, January 22	Sneezing is a game changer, Miller-McCune
2009, November 6	Health fears are nothing to sneeze at, HealthDay
2009, November 6	A simple sneeze raises fear of death, Live Science
2009, November 4	Sneezes spread paranoia, The Washington Post
2009, November 4	Sneeze in front of them and the U.S. prioritizes vaccine production over

- 2009, November 4 employment (title translated from Japanese), AFPBB (Japanese)
2009, November 4 Do you — *achoo* — support health care reform?, Freakonomics
2009, November 4 Bless you, The Washington Post
2009, November 3 In a pandemic climate, public sneezing increases fears of unrelated risks,
Science Blogs
2009, November 3 Public sneezing in times of flu pandemic triggers fear of unrelated
hazards, Asian News International
2009, November 3 These days, a sneeze is not just a sneeze, Los Angeles Times
2009, November 2 Sneeze makes Americans back government health spending, Agence
France-Presse
2009, November 2 Sneezing during pandemic influences views, United Press International
2009, November 2 Members of Congress who want to pass health-care reform should
sneeze every time they talk about it, Time
2009, November 2 Exposición a estornudos aumenta percepción de riesgos, El Financiero
(Spanish)
2009, November 2 Is concern over H1N1 turning us into germaphobes?, Science 2.0
2009, November 2 USA: quand l'enquêteur éternue, le sonde soutient la lutte contre la
grippe, Romandie News (French)