

Tyler Burleigh, PhD

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Location: Brooklyn, NY

PROFESSIONAL WORK EXPERIENCE

- 2018–Present **Research Scientist**
Data Cubed, Inc. (datacubed.com)
Supervisor: Hannah Bayer, PhD
I have primary responsibility for documentation, quality assurance, and validation of mobile health and social science research tools – surveys, cognitive tasks and economic games. I advise clients on the selection and implementation of measures for mobile health research, social science research, and clinical trials.
- 2017 (1 year) **Assistant Research Scientist**
New York University (The HUMAN Project; thehumanproject.org)
Supervisor: Hannah Bayer, PhD; Caryn Knutsen
Embedded within the Measurement & Technology team, I had primary responsibility for implementation, quality assurance, and documentation of surveys, cognitive tasks and economic games.

EDUCATION

- 2017 **Doctorate of Philosophy (PhD) in Psychology**
University of Guelph (Advisor: Dr. Dan Meegan)
Awards/Distinctions: I received the John Vanderkamp Doctoral Graduate Medal – an award given to the top PhD student graduating from the College of Social and Applied Human Science.
- 2011 **Master of Arts (MA) in Psychology**
Carleton University (Advisor: Dr. Guy Lacroix)
- 2009 **Bachelor of Arts, Honours (BAH) in Psychology**
Minor in Computer Science
Bishop's University (Advisor: Dr. Dale Stout)
Awards/Distinctions: I received the Certificate of Academic Excellence from the Canadian Psychological Association.

GRANTS / FUNDING

- 2014–2017 Social Sciences and Humanities Research Council of Canada - Doctoral Fellowship (\$40,000; Government of Canada)
- 2013–2014 Ontario Graduate Scholarship (\$15,000; Government of Ontario)

PUBLICATIONS (all years)

REFEREED JOURNAL ARTICLES

Google Scholar citations: 166 (h-index: 5) | **Scopus citations:** 72 (h-index: 3)

1. **Burleigh, T. J.** & Meegan, D. V. (in press). Risky prospects and risk aversion tendencies: Does competition in the classroom depend on grading practices and knowledge of peer-status? *Social Psychology of Education*.
2. Wood, J., Desmarais, S., **Burleigh, T.**, & Milhausen, R. R. (in press). Reasons for sex and relational outcomes in consensually non-monogamous and monogamous relationships: A self-determination theory approach. *Journal of Social and Personal Relationships*.
3. **Burleigh, T. J.**, Rubel, A. N., & Meegan, D. V. (2017). Wanting ‘the whole loaf’: Zero-sum thinking about love is associated with prejudice against consensual non-monogamists. *Psychology & Sexuality*, 8(1-2), 24-40.
4. Sparks, A., **Burleigh, T.**, & Barclay, P. (2015). We can see inside: Accurate prediction of Prisoner's Dilemma decisions in announced games following a face-to-face interaction. *Evolution and Human Behavior*, 37(3), 210-216.
5. **Burleigh, T. J.** & Schoenherr, J. R. (2015) A reappraisal of the uncanny valley: Categorical perception or frequency-based sensitization? *Frontiers in Psychology*, 5:1488.
6. **Burleigh, T. J.** (2015). A challenge to the study of individual differences in uncanny valley sensitivity: The importance of looking at individual-level response patterns. *Interaction Studies*, 16(2).
7. Ferrey, A., **Burleigh, T. J.**, & Fenske, M. (2015). Stimulus-category competition, inhibition and affective devaluation: A novel account of the Uncanny Valley. *Frontiers in Psychology*, 6:249.
8. Schoenherr, J. R. & **Burleigh, T. J.** (2015) Uncanny sociocultural categories. *Frontiers in Psychology*, 5:1456.
9. **Burleigh, T. J.**, Schoenherr, J. R., & Lacroix, G. L. (2013). Does the uncanny valley exist? An empirical test of the relationship between eeriness and the human likeness of digitally created faces. *Computers in Human Behavior*, 29(3), 759-771.
10. **Burleigh, T. J.**, & Meegan, D. V. (2013). Keeping up with the Joneses affects perceptions of distributive justice. *Social Justice Research*, 26(2), 120-131.

UNDER REVIEW

1. Rubel, A. N. & **Burleigh, T. J.** (revise & resubmit). Counting polyamorists who count: Prevalence and definitions of an under-researched form of consensual nonmonogamy. *Sexualities*.

TECHNICAL WHITE PAPERS (NON-REFEREED)

1. **Burleigh, T.** & Glimcher, P (October 2017). Finding the best fit: Building a novel student-school compatibility tool to improve school choice. *The Human Project at New York University*.
2. **Burleigh, T.** & Glimcher, P. (October 2017). Building the next generation of early warning systems in education. *The Human Project at New York University*.
3. **Burleigh, T.**, Bakal, A., Ulrich, A. & Glimcher, P. (October 2017). Predicting and preventing depression. *The Human Project at New York University*.

WORKS IN PROGRESS

1. **Burleigh, T. J.** & Wood, J. R. (manuscript in preparation). *Demographic dishonesty on MTurk: The role of transparency when screening participants for a follow-up study.*
2. **Burleigh, T. J.** & Rubel, A. N. (preregistered). *Predictors and correlates of anti-consensual nonmonogamy prejudice.*

CONFERENCE ACTIVITY (past 5 years)

PRESENTATIONS AND TALKS

1. **Burleigh, T. J.** (2017, June). Predictors and correlates of consensual nonmonogamy prejudice. Symposium talk at *39th Annual Guelph Sexuality Conference*, Guelph, Ontario.
2. Rubel, A. N., & **Burleigh, T. J.** (2017, June). How common is polyamory? It depends on how you define it? Symposium talk at *39th Annual Guelph Sexuality Conference*, Guelph, Ontario.
3. Wood, J., Desmarais, S., **Burleigh, T. J.**, & Milhausen, R. (2017, June). Consensual non-monogamy: Motivations, satisfaction and wellbeing. Symposium talk at *39th Annual Guelph Sexuality Conference*, Guelph, Ontario.
4. **Burleigh, T. J.**, & Rubel, A. N. (2016, July) Zero-sum thinking promotes consensual nonmonogamy prejudice. Research talk at the *16th Biennial Conference of the International Society for Justice Research*, Canterbury, England.
5. Schoenherr, J. R. & **Burleigh, T. J.** (June, 2015). Dissociating category structure and affective ratings using promotion and prevention foci in a categorization task. *Colloquium at the 25th Annual Meeting of the Canadian Society for Brain, Behaviour and Cognitive Science*, Ottawa, Canada.
6. **Burleigh, T. J.** & Rubel, A. N. (June, 2014). The fairness of consensual non-monogamy and the zero-sum view of love. Poster presented at the *15th Biennial Conference of the International Society for Justice Research*, New York, New York.
7. Genik, L., **Burleigh, T. J.**, Ferrey, A., Meegan, D. V., & Fenske, M. (June, 2013). Cognitive basis of transphobia: Implications for health care services. Poster presented at the *35th Annual Guelph Sexuality Conference*, Guelph, Ontario.

MEDIA APPEARANCES

- “Westworld and the Uncanny Valley,” *Space Channel*, December 2, 2016. <http://www.space.ca/westworld-the-uncanny-valley-old-bill>
- “Exploring the uncanny valley: Why almost-human is creepy,” *New Scientist*, October 31, 2016. <https://www.newscientist.com/article/mg23230970-500-exploring-the-uncanny-valley-why-almosthuman-is-creepy>
- “Racing through the uncanny valley,” *Autofocus*, November 13, 2013. <http://www.autofocus.ca/news-events/features/racing-through-the-uncanny-valley>

TEACHING & RESEARCH

GUEST LECTURES

Nov. 2013	Introduction to Psychology: “Critical Analysis of DSM-V”
Oct. 2011	Psychological Applications of Multivariate Analysis: “Logistic Regression”
Jan. 2011	Design & Analysis in Psychological Research: “Two-Way ANOVA”

TEACHING ASSISTANTSHIPS

- 2011—2016 Cognitive Psychology, Non-Experimental Research Methods, and Introduction to Psychology (University of Guelph)
2010—2011 Design & Analysis in Psych. Research (Carleton University)

RESEARCH ASSISTANTSHIPS

- 2013 Cognitive Barriers to Good Behaviour Lab (University of Guelph)
Duties included: Assistance with experimental design, software development, and data analysis. Supervisor: Dr. Meegan.
2010 Guy L. Lacroix's Research Lab (Carleton University)
Duties included: Assisting with design, measurement, analysis, and write-up of research. Supervisor: Guy L. Lacroix

SERVICE TO PROFESSION

AD-HOC REVIEWER

- 2017 Cognition, Perception, Psychology and Sexuality, Cross Cultural Psychology
2016 Journal of Experimental Psychology: General, Cognition
2015 Basic and Applied Social Psychology, Frontiers in Psychology

I maintain a blog called ***MTurk Tutorials for Researchers and Academics*** where I share scripts and tutorials for running better social science studies on MTurk (<https://tylerburleigh.com/mturk>).

COMMUNITY SERVICE

- June 4, 2017 The HUMAN Project Booth @ World Science Festival
Director of Science Activities
Duties included planning and design of a memory game to be used as a science activity at The HUMAN Project's WSF booth. This included the design of game materials and instructions, as well as real-time data visualization and interpretation scripts for booth attendants.
- 2015—2016 Food Not Bombs – St. Catharines
Volunteer
Duties included weekly food reclamation, preparation, transportation, and serving for community members; strategic planning.
- 2012—2015 Ontario Public Interest Research Group (OPIRG-Guelph)
Board of Directors & Treasurer
Duties included: organizational steering and provisioning of resources to address social and environmental justice issues, staff management (hiring, firing, and discipline), budgeting and strategic planning.

CONSULTATION WORK

- 2017—Present Greenbrain Inc. (greenbraininc.com)
Supervisor: Ryan Hamid

	I develop mobile apps used by field workers who are performing household assessments and selling products to reduce consumers' environmental footprint and energy use.
2014—Present	eMERGE Guelph (emergeguelph.ca) Supervisor: Evan Ferrari I develop mobile apps used by field workers who are performing household assessments and educating homeowners on ways to save money while reducing their environmental footprints
2014—2017	Social Justice Lab at Brock University Supervisor: Dr. Carolyn Hafer (Brock University) I provided technical support to members of Dr. Hafer's research lab, who are using survey platforms like Qualtrics and Amazon Mechanical Turk.
October 2016	Barclay Lab of Experimental Evolutionary Psychology Supervisor: Dr. Pat Barclay (University of Guelph) I configured and provided how-to documentation for a web server running oTree software, which is used to conduct web-based social science experiments / experimental games.
June 2016	Dr. Serge Desmarais' research lab Supervisor: Dr. Serge Desmarais (University of Guelph) I developed software to use in a large-scale two-wave matched-sample research study on the Amazon Mechanical Turk platform—a study for which nearly 5000 participants were recruited.
April 2016	KAP Design (www.kapdesign.ca) Supervisor: Heather Watt-Kapitain I programmed an infographic to be interactive and scalable to different screen resolutions.
2015—2016	Project Neutral (www.projectneutral.org) Supervisor: Karen Nasmith I evaluated the the Project Neutral program, and developed experimental evaluation framework for future program evaluations.

TECHNICAL SKILLS

Programming	JavaScript, PHP, SQL, HTML, CSS, Python
Statistics Tools	R, SPSS, AMOS, Stata, Excel
Data Analyses	Analysis of Variance (ANOVA), Linear and Logistic Regression, Multilevel Modeling, Longitudinal Analysis, Meta-Analysis, Structural Equation Modeling, Mediation/Moderation Analysis, Curve Fitting

Last updated: February 9, 2018