

Tyler Burleigh, PhD

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Location: Brooklyn, NY

PROFESSIONAL WORK EXPERIENCE

- 2018–Present **Research Scientist**
Data Cubed LLC (datacubed.com)
Supervisor: Hannah Bayer, PhD
I am responsible for instrument quality assurance. This involves developing and empirically validating smartphone-based research tools, such as surveys, experimental cognitive tasks and economic games. I am also the research manager for Data Cubed's Beta Group.
- 2018–Present **Adjunct Associate Professor**
Columbia University
Course(s): APAN K5500 3 Data Visualization & Design
- 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 oversaw 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: 200 (h-index: 6) | **Scopus** citations: 96 (h-index: 4)

Uncanny Valley

1. **Burleigh, T. J.** & Schoenherr, J. R. (2015) A reappraisal of the uncanny valley: Categorical perception or frequency-based sensitization? *Frontiers in Psychology*, 5:1488.
2. **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).
3. 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.
4. Schoenherr, J. R. & **Burleigh, T. J.** (2015) Uncanny sociocultural categories. *Frontiers in Psychology*, 5:1456.
5. **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.

Social Cognition

6. **Burleigh, T. J.** & Meegan, D. V. (2017). Risky prospects and risk aversion tendencies: Does competition in the classroom depend on grading practices and knowledge of peer-status? *Social Psychology of Education*.
7. **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.
8. **Burleigh, T. J.**, & Meegan, D. V. (2013). Keeping up with the Joneses affects perceptions of distributive justice. *Social Justice Research*, 26(2), 120-131.

Sexuality

9. Rubel, A. N. & **Burleigh, T. J.** (in press). Counting polyamorists who count: Prevalence and definitions of an under-researched form of consensual nonmonogamy. *Sexualities*.
10. 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*.

Decision-Making

11. 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.

TECHNICAL WHITE PAPERS (NON-REFEREED)

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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

COMMUNITY SERVICE

June 4, 2017	The HUMAN Project Booth @ World Science Festival <i>Director of Science Activities</i> 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 <i>Volunteer</i> Duties included weekly food reclamation, preparation, transportation, and serving for community members; strategic planning.
2012—2015	Ontario Public Interest Research Group (OPIRG-Guelph) <i>Board of Directors & Treasurer</i> 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

- 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
- 2016—Present 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 studies on the Amazon Mechanical Turk platform—one study for which nearly 5000 participants were recruited.
- 2017—2018 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.
- 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.
- 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 Project Neutral program and developed experimental evaluation framework for future program evaluations.

TECHNICAL SKILLS

- Programming R, JavaScript, PHP, SQL, HTML, CSS, Python
Statistics R, SPSS, 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: August 23, 2018