

Tyler Burleigh

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EDUCATION

- February 2017 University of Guelph
PhD in Psychology
Dissertation: *"Your gain is my loss": An examination of zero-sum thinking with love in multi-partner romantic relationships and with grades in the university classroom.*
Advisor: Dr. Dan Meegan
- 2011 Carleton University
MA in Psychology
Dissertation: *Does the uncanny valley exist? An empirical test of the relationship between eeriness and the human likeness of digitally created faces.*
Advisor: Dr. Guy Lacroix
- 2009 Bishop's University
BAH in Psychology, Minor in Computer Science
Advisor: Dr. Dale Stout

AWARDS & HONOURS

- 2014 Social Sciences and Humanities Research Council of Canada - Doctoral Fellowship (\$40,000; Government of Canada)
- 2013 Ontario Graduate Scholarship (\$15,000; Government of Ontario)
- 2012 CSHAS Dean's Graduate Scholarship (\$5,000; University of Guelph)
Board of Graduate Studies Research Scholarship (\$2,000; University of Guelph)
- 2011 Carleton University Graduate Scholarship (\$4,250; Carleton University)
- 2009 P.D. McCormack Fund (\$2,000; Bishop's University)
Certificate of Academic Excellence (CPA; Bishop's University)
1st Place Best Poster at Research Week (Bishop's University)

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>

PUBLICATIONS

REFEREED JOURNAL ARTICLES

Google Scholar citations: 104 | Scopus citations: 41

1. **Burleigh, T. J.**, Rubel, A. N., & Meegan, D. V. (in press). Wanting ‘the whole loaf’: Zero-sum thinking is associated with prejudice against consensual non-monogamists. *Psychology & Sexuality*.
2. 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.
3. **Burleigh, T. J.** & Schoenherr, J. R. (2015) A reappraisal of the uncanny valley: Categorical perception or frequency-based sensitization? *Frontiers in Psychology*, 5:1488.
4. **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).
5. 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.
6. **Burleigh, T. J.** & Schoenherr, J. R. (2015) Uncanny sociocultural categories. *Frontiers in Psychology*, 5:1456.
7. **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.
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.

UNDER REVIEW

1. **Burleigh, T. J.** & Meegan, D. V. (under review). Risky prospects and risk aversion tendencies: Competition in the classroom depends on grading practices and knowledge of peer-status. *Social Psychology of Education*.
2. Rubel, A. N. & **Burleigh, T. J.** (under review). Polyamory by the numbers: Prevalence and predictors of an under-researched form of consensual nonmonogamy. *Sexualities*.
3. Wood, J., Desmarais, S., **Burleigh, T.**, & Milhausen, R. R. (under review). Why have sex—whether it matters: Using self-determination theory to investigate reasons for sex and relational outcomes in consensually non-monogamous and monogamous relationships. *Journal of Social and Personal Relationships*.

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. Schoenherr, J. R. & **Burleigh, T. J.** (manuscript in preparation). *Categorization of novel items under promotion and prevention focus: Issues with novelty categorization theory*.
3. Sparks, A., **Burleigh, T.**, & Barclay, P. (manuscript in preparation). *Expressing disapproval maintains public goods contributions, but not for long: The limited effect of an empty threat*.
4. **Burleigh, T. J.** & Rubel, A. N. (preregistered). *Predictors and correlates of anti-consensual nonmonogamy prejudice*.

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5. **Burleigh, T. J.** & Zhong, C. B. (preregistered). *A factor analysis of zero-sum romantic beliefs, and an exploration of the association between general zero-sum beliefs and consensual nonmonogamy prejudice.*
 6. **Burleigh, T. J.** & Zhong, C. B. (preregistered). *A test of the state zero-sum thinking hypothesis and an exploration of its domain-specificity.*

CONFERENCE ACTIVITY

PRESENTATIONS AND TALKS

1. **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.
2. 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.
3. **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.
4. 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.
5. **Burleigh, T.** & Meegan, D. V. (September, 2012). Keeping up with the Joneses affects perceptions of justice: Reactions to a distribution scheme with unequal and uncertain outcomes. Poster presented at the *14th Biennial Conference of the International Society for Justice Research*, Rishon LeZion, Israel.
6. **Burleigh, T.** & Lacroix, G. L. (June, 2012). Does the uncanny valley exist? An empirical test of the relationship between eeriness and the human likeness of digitally created faces. Poster presented at the *73rd Annual Meeting of the Canadian Psychological Association*, Halifax, Nova Scotia.
7. Rubel, A. N., Belicki, K., & **Burleigh, T.** (June, 2012). Forgiveness in two minds: Using dual-process theory to understand forgiveness. Symposium presentation at the *73rd Annual Meeting of the Canadian Psychological Association*, Halifax, Nova Scotia.
8. Schoenherr, J., Lacroix, G. L., **Burleigh, T.**, & Winchester, A. (July, 2011). Implicit and explicit sources of knowledge effects in categorization. Poster presented at the *33rd Annual Meeting of the Cognitive Science Society*, Boston, Massachusetts.
9. **Burleigh, T.**, Stout, D., & Bacon, B. (March, 2009). Terror management theory and human affect in response to computer generated voices. Poster presented at the *31e Congrès de la Société Québécoise pour la Recherche en Psychologie*, Ottawa, Ontario.

DISCUSSION SESSIONS

1. Rubel, A. N., Skorska, M. N., Bogaert, A. F., & **Burleigh, T.** (June, 2012). Communicating scientific theories and research results to lay communities. *Discussion session at the 73rd Annual Meeting of the Canadian Psychological Association*, Halifax, Nova Scotia.

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.
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SERVICE TO PROFESSION

AD-HOC REVIEWER

2016	Journal of Experimental Psychology: General, Cognition
2015	Basic and Applied Social Psychology, Frontiers in Psychology

BLOGGING

I maintain a blog of MTurk tutorials for academic researchers (tylerburleigh.com/mturk).

COMMUNITY INVOLVEMENT

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.
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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

PROFESSIONAL EXPERIENCE

- 2014—Present eMERGE Guelph (www.emergeguelph.ca)
Computer programming
Supervisor: Evan Ferrari
I am responsible for the development and maintenance of mobile applications in support of eMERGE's programs that aim to help Guelph homeowners save money while reducing their environmental footprints.
- 2014—Present Social Justice Lab at Brock University
Computer programming
Supervisor: Dr. Carolyn Hafer (Brock University)
Duties included: Technical support and development of software for use with SurveyGizmo, Qualtrics, and Mechanical Turk platforms.
- Oct. 2016 Barclay Lab of Experimental Evolutionary Psychology
Computer programming
Supervisor: Dr. Pat Barclay (University of Guelph)
I was responsible for setting up a web server for the administration of web-based social science experiments using the oTree software.
- June 2016 Dr. Serge Desmarais' research lab
Computer programming
Supervisor: Dr. Serge Desmarais (University of Guelph)
I was responsible for developing 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)
Computer programming
Supervisor: Heather Watt-Kapitain
I was responsible for programming an infographic to be interactive and scalable to different screen resolutions.
- 2015—2016 Project Neutral (www.projectneutral.org)
Program evaluation
Supervisor: Karen Nasmith
I was responsible for evaluating the Project Neutral program, and developing an experimental framework for future program evaluations.

Last updated: January 16, 2017