

William J. Brady

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EDUCATION

PhD in Psychology | New York University | 2012 – 2018 (expected)

Dissertation: *A model of moral contagion in online social networks*

Committee: Jay Van Bavel (Chair), John Jost, Tessa West

MA in Psychology | New York University | 2012-2014

Thesis: *The role of interpersonal emotion transfer in shaping moral judgments*

Committee: Jay Van Bavel (Chair), Tessa West, & Emily Balcetis

MA in Philosophy | Georgia State University | 2010-2012

Thesis: *Why do people seek negative emotions? A solution to Hume's puzzle.*

Committee: Andrea Scarantino (Chair), Eddy Nahmias, & Michael Owren

BA in Philosophy and Psychology | The University of North Carolina at Chapel Hill | 2005-2009

Thesis: *Unjustified Veridical Memory-Belief*

Committee: Jesse Prinz (Chair), William Lycan, & Ram Neta

RESEARCH INTERESTS

I am interested in the role of emotion in the social transmission of morality. My dissertation focuses on how moral ideas spread in large groups (e.g. social networks) and small dyads (e.g. face to face conversations). I employ multiple methodologies including social media data, behavioral data, and psychophysiological data. I also use advanced quantitative models to understand emotion change and synchrony over time.

HONORS & AWARDS

2017 SPSP Heritage Dissertation Award (\$1,000)
2017 NYU Dean's Dissertation Fellowship (\$26,855)
2016 SPSP Emotion Preconference Student Travel Award (\$250)
2015 NYU Dean's Student Travel Award (\$500)
2014 SPSP Graduate Student Travel Award (\$500)
2012 Henry M. MacCracken Fellowship, Full Five Year Doctoral Support, NYU
2011 Phi Sigma Tau Scholar Award, Georgia State University
2010 Brains and Behavior Fellowship, Full Master's Support, Georgia State University
2009 Honors and Distinction Recognition, UNC-Chapel Hill
2009 Top Students at Carolina Recognition, UNC-Chapel Hill
2008 Matthew Grappone Prize in Philosophy of Science

RESEARCH GRANTS

A psychophysiological investigation of moral contagion. NYU Friends of Katzell Fellowship for Applied Research in Psychology: \$1,500. Status: Funded (Summer 2016).

PUBLICATIONS

JOURNAL ARTICLES

- Brady, W.J.**, Wills, J.A., Tucker, J., Jost, J.T., & Van Bavel J.J. (2017). Emotion shapes the diffusion of moralized content in online social networks. *Proceedings of the National Academy of Sciences*. 114(28), 7313-7318. [[PDF](#)] [[OSF](#)]
- Van Bavel, J.J., Mende-Siedlecki, P., **Brady, W.J.**, Reiner, D. (2016). Reply to Inbar: Contextual sensitivity helps explain the reproducibility gap between social and cognitive psychology. *Proceedings of the National Academy of Sciences*. 113(34), E4935-E4936. [[PDF](#)] [[OSF](#)]
- Van Bavel, J.J., Mende-Siedlecki, P., **Brady, W.J.**, Reiner, D. (2016). Contextual Sensitivity in Psychological Reproducibility. *Proceedings of the National Academy of Sciences*. 113(23), 6454-6459. [[PDF](#)] [[OSF](#)]
- Sheppes, G, **Brady, W.J.**, & Samson, A. (2014). In (visual) Search for a New Distraction: The Efficiency of a Novel Attentional Deployment Versus Semantic Meaning Regulation Strategies. *Frontiers in Psychology* (5)346. [[PDF](#)]
- De Brigard, F. & **Brady, W.J.** (2013). The effect of what we think may happen on our judgments of responsibility. *Review of Philosophy and Psychology*. 1-11. [[PDF](#)]

CHAPTERS

- Brady, W.J.** & Balci, Emily. (2014). Accuracy and Bias in Emotion Perception Predict Affective Response to Relationship Conflict. *Advances in Visual Perception*. NOVA Press.
- Brady, W.J.**, & Balci, E. (2014). Electroencephalography (EEG). Invited chapter in J. Golson (Ed.) *Encyclopedia of Lying and Deception*. Sage Press.

SUBMITTED AND IN PREPARATION

- Brady, W.J.**, Wills, J.A., Burkart, D., Jost, J.T., & Van Bavel, J.J. (in prep). Moral Contagion: Echo chambers, source effects and behavioral consequences.
- Reiner, D., Wills, J.A., **Brady, W.J.**, Mende-Siedlecki, P., Van Bavel, J.J. (in prep). The effects of ideological slant on reproducibility. [[OSF pre-registration](#)]
- Brady, W.J.** & Amodio, D.A. (in prep). Emotion and Valence: independent constructs with complementary functions.

PRESENTATIONS

INVITED TALKS

- Brady, W.J.**, Wills, J., Burkart, D., Jost, J., & Van Bavel, J.J. (2017, November). *Moral Contagion: Echo chambers, source effects and behavioral consequences*. Princeton University Neuroscience and Social Decision-Making Lecture Series.
- Brady, W.J.**, Mende-Siedlecki, P., Reiner, Diego, & Van Bavel, J.J. (2016, May). *Contextual sensitivity in scientific reproducibility*. NYU Reproducibility Symposium.

CONFERENCE SYMPOSIA

- Brady, W.J.** & Van Bavel, J.J. (2016, January). *Morality in the wild: Innovative methods for the study of moral psychology*. Symposium chaired at the annual meeting of the Society for Personality and Social Psychology.

CONFERENCE PAPERS

- Brady, W.J.**, Wills, J., Burkart, D., Jost, J., & Van Bavel, J.J. (2018, March). *Moral Contagion: Echo chambers, source effects and behavioral consequences*. #Outrage! Understanding the Spread of Moral Ideas in Online Social Interactions Symposium. Society for Personality and Social Psychology.
- Brady, W.J.**, Wills, J.A., Tucker, J., Jost, J.T. & Van Bavel J.J. *Moral Contagion in online social networks: source effects and behavioral consequences for politics*. Invited symposium, International Society Of Political Psychology. (2017, June).
- Brady, W.J.**, Mende-Siedlecki, P., Reiner, Diego, & Van Bavel, J.J. (2016, June). *Contextual sensitivity in scientific reproducibility*. Emerging Reforms in Psychological Science. American Psychological Association.
- Brady, W.J.**, Wills, J.A. & Van Bavel, J. J. (2016, April). *Is morality contagious? Interpersonal transfer of moral emotion shapes endorsement of moral content*. Four College Conference, Yale University.
- Brady, W.J.**, Wills, J.A. & Van Bavel, J. J. (2016, January). *Is morality contagious? Interpersonal transfer of moral emotion shapes endorsement of moral content*. Invited Symposium, Society for Personality and Social Psychology: "Morality in the wild: Innovative methods for the study of moral psychology".
- Brady, W.J.**, Wills, J.A. & Van Bavel, J.J. (2016, January). *Is morality contagious? Interpersonal transfer of moral emotion shapes endorsement of moral content*. Emotion Preconference, Society for Personality and Social Psychology.
- Brady, W.J.** & Amodio, D. (2014, February). *Hurts So Good?: Effect of controllability on the relation between emotional content and valence*. Emotion Preconference, Society for Personality and Social Psychology.
- Brady, W.J.** (2012, March). *In defense of valence: lessons from the regulation of emotion*. Southern Society of Philosophy and Psychology.
- Brady, W.J.** & De Brigard, F. (2011, May). *The principle of alternative future possibilities in moral judgments*. American Philosophical Association, Pacific Meeting.

Brady, W.J. (2011, February). *Saving the blending thesis of basic emotions*. North Carolina Philosophical Society.

CONFERENCE POSTERS

Burkart, D., Wills, J.A. & **Brady, W.J.** (2017, February). *Morality, Emotionality, and Social Network Structures of Political Twitter Users*. Society for Personality and Social Psychology.
*winner of student poster award

Brady, W.J., Freeman, J & Balcetis, E. (2015, February). *Explicit and implicit emotion perception bias predict relationship outcomes*. Emotion Preconference, Society for Personality and Social Psychology.

Brady, W.J. & Balcetis, E. (2015, February). *Accuracy and bias in emotion perception predict affective response to relationship conflict*. Society for Personality and Social Psychology.

Brady, W.J. & Balcetis, E. (2014, May). *Emotion perception bias predicts negativity during conflict*. Association for Psychological Science.

Brady, W.J. & Balcetis, E. (2014, February). *The morose-colored glasses of love: emotion perception bias predicts negativity during conflict*. Society for Personality and Social Psychology.

Brady, W.J., Samson, A., Sheppes, G. & Gross, J. (2012, January). *The efficacy of bottom-up generated distraction relative to top-down generated reappraisal in emotion regulation*. Society for Personality and Social Psychology.

Brady, W.J. & De Brigard, F. (2010, June). *The principle of alternative future possibilities in moral judgments*. Society for Philosophy and Psychology.

TEACHING

Instructor

Statistics for Behavioral Sciences, Summer 2017 (New York University)
Overall instructor evaluation: 4.7 / 5.0

Assistant Instructor

Intro to Social Psychology, Spring 2017 | New York University
Intermediate Graduate Statistics, Fall 2015 | New York University
Statistics for the Behavioral Sciences, Summer 2015 | New York University
Statistics for the Behavioral Sciences, Fall 2014 | New York University
Statistics for the Behavioral Sciences, Summer 2014 | New York University

GUEST LECTURES

Two-way ANOVA in Statistics for Behavioral Sciences

TEACHING TRAINING

NYU Graduate School of Arts and Sciences Teaching Certificate Program (Best Practices)

MENTORING

Dean's Undergraduate Research Fund (DURF) grant awarded to undergraduate advisee for project "Understanding the attentional processes underlying moral contagion". Spring 2017.

Mentor for Honors Thesis project, "Ideological differences in preferences for sharing moral content online". Spring 2017.

Primary Mentor for undergraduate selected for the SPSP Summer Program for Undergraduate Research Program (SPUR). Summer 2016.

Mentor for Honors Thesis project, "Affective influences on moral judgment: The role of core versus moral disgust". Spring 2016.

Dean's Undergraduate Research Fund (DURF) grant awarded to undergraduate advisee for project "Understanding the physiological mechanisms of moral emotional contagion". Summer 2015.

Adviser for National Science Foundation (NSF) summer diversity internship (2013-2015)

Adviser for Master's Thesis project, "Gender Differences in Emotion Perception Bias". 2014-2015

Dean's Undergraduate Research Fund (DURF) grant awarded to undergraduate advisee for project "Is Morality Contagious? Contagion of the moral emotions in the sociopolitical sphere". Summer 2015.

Dean's Undergraduate Research Fund (DURF) grant awarded to undergraduate advisee for project "Relationship Conflict and Emotion Perception Bias: A Mouse-Tracking Investigation". Spring 2014.

NYU Freshman and Sophomore Training Grant (FAST) awarded to undergraduate advisee for project "Emotion Perception and Relationship Conflict: A Signal Detection Analysis". Summer 2015.

Dean's Undergraduate Research Fund (DURF) grant awarded to undergraduate advisee for project "Relationship Conflict and Emotion Perception Bias". Fall 2013.

SERVICE

AD-HOC REVIEWER

Proceedings of the National Academy of Sciences

Nature: Human Behavior

Journal of Experimental Psychology: General

Emotion

PROFESSIONAL

Outstanding Research Award Reviewer. Society for Personality and Social Psychology (2017)

Class Representative. New York University Social Psychology graduate program (2014-2016)

Grant Proposal Reviewer. Association for Psychology Science, Student Research Grant Competition (2014)

Poster Reviewer. Society for Personality and Social Psychology (2013-2014)

Poster Reviewer. Society for the Study of Motivation (2014)

STATISTICAL CONSULTING

- Duncan, D. T., Kapadia, F., Kirchner, T.R., Goedel, W. C., **Brady, W. J.**, & Halkitis, P.N (2017). Acceptability of Ecological Momentary Assessment Among Young Men who have Sex with Men. *Journal of LGBT Youth*.
- Duncan, D. T., Goedel, W. C., Stults, C. B., **Brady, W. J.**, Brooks, F. A., Blakely, J. S., & Hagen, D. (2016). A Study of Intimate Partner Violence, Substance Abuse, and Sexual Risk Behaviors Among Gay, Bisexual, and Other Men Who Have Sex With Men in a Sample of Geosocial-Networking Smartphone Application Users. *American Journal of Men's Health*.
- Duncan, D.T., Khan, A., Goedel, W.C., **Brady, W. J.**, Blakeley, J.S. & Bates, C. Ecological Momentary Assessment to Understand Neighborhood Conditions and Cardiovascular Health Behaviors Among Low-Income Smartphone Users: A Qualitative Feasibility Study. (submitted).
- Gozlan, B., Elbel, B., Regan, S., Zhang, J., **Brady, W.J.**, & Duncan, D. (in prep). Weight Perception among NYC Public Housing Residents: Do Neighborhood Obesity Prevalence and Activity Space Size Influence Weight Perception?
- Brady, R.J. & Hampton, R. (in prep) Measuring Habituation to videos in monkeys with hippocampal Lesions.
- Duncan, Dustin et al., (2015). Feasibility and Acceptability of Global Positioning System (GPS) Methods to Study the Spatial Contexts of Substance Use and Sexual Risk Behaviors Among Young Men Who Have Sex With Men in NYC: A P18 Cohort Sub-study. *Population Health Metrics*.
- Krishnan, Hill (2014). Minorities and Free Speech: A Comparative Study of the Sri Lankan Tamils in the U.S. and Canada. NYU Dissertation, Political Science Department.

OUTREACH

SCIENCE COMMUNICATION

["Twitter's Passion Politics."](#) Jay Van Bavel & William J. Brady. *NY Times*. July 8th, 2017.

SELECTED MEDIA COVERAGE

["How to go viral: stick to your morals but add a hint of emotion."](#)Liat Clark. *Wired UK*. June 28th, 2017.

["One graph shows how morally outraged tweets stay within their political bubble"](#). July 8th, 2017. Olivia Goldhill. *Quartz*.

["Why do so many studies fail to replicate?"](#) Jay Van Bavel. *NY Times*. May 27th, 2016.

ORGANIZATIONS

American Psychological Association (APA)
Association for Psychological Science (APS)
Society for Personality and Social Psychology (SPSP)
International Society of Political Psychology (ISPP)

REFERENCES

Dr. Jay Van Bavel

Associate Professor
New York University Psychology Department
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Dr. John Jost

Professor of Psychology and Politics
New York University Psychology Department
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Dr. Tessa West

Associate Professor
New York University Psychology Department
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