**William J. Brady**

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| New York University  Department of Psychology  6 Washington Place New York, NY 10003 | E-mail: [william.brady@yale.edu](mailto:william.brady@yale.edu)  Google Scholar profile: <https://goo.gl/rZY9rV>  Twitter: [@william\_\_brady](https://twitter.com/william__brady)  Open Science Framework: <https://osf.io/wb6fq/> |

**ACADEMIC POSITIONS**

**Postdoctoral Fellow |**  Yale University | 2018 -

Co-investigator: Molly Crockett

**EDUCATION**

**PhD in Psychology** |New York University  **|** 2012 – 2018

Quantitative Methods Minor

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 morality*

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 primarily interested in (1) the psychological processes that drive people’s interactions during moral and political engagement online, and (2) how digital environments shape the expression of emotions like moral outrage. I leverage multiple methodologies that include social media and big data analytics, behavioral experiments, and computational modeling.

**HONORS & AWARDS**

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| 2018 | NYU Fryer Thesis Award for Best Doctoral Dissertation ($2,000) |
| 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 reinforcement learning theory of moral outrage in the digital age.* National Science Foundation SBE

Postdoctoral Fellowship: $139,000

*Moral contagion*. NYU University Research Challenge Fund: $14,000.

*A psychophysiological investigation of moral contagion*. NYU Friends of Katzell Fellowship for Applied

Research in Psychology: $1,500.

**PUBLICATIONS**

**s**

**JOURNAL ARTICLES**

Reinero, D., Wills, J.A., **Brady, W.J.**, Mende-Siedlecki, P., & Van Bavel, J.J. (under review – *Nature*

*Human Behaviour*). The effects of ideological slant on reproducibility. [PDF Preprint]

[[OSF pre-registration](https://osf.io/3w2gn/)]

**Brady, W.J.,** Wills, J.A., Burkart, D., Jost, J.T., & Van Bavel, J.J. (*invited resubmission, Journal of*

*Experimental Psychology: General*). Ideological asymmetry in the ‘moral contagion’ effect: Elite

communicationand its dissemination through social media. [PDF Preprint] [[OSF](https://osf.io/reqx9/)]

**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](https://drive.google.com/file/d/0B3NfwG0qz3qOaUl5bVZpQWRWc2c/view?usp=sharing)] [[OSF](https://osf.io/59uyz/)]

Van Bavel, J.J., Mende-Siedlecki, P., **Brady, W.J.**, Reinero, 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](https://drive.google.com/file/d/0B3NfwG0qz3qORWstbENjYzhVQjA/view?usp=sharing)] [[OSF](https://osf.io/cgur9/)]

Van Bavel, J.J., Mende-Siedlecki, P., **Brady, W.J.**, Reinero, D. (2016). Contextual Sensitivity in

Psychological Reproducibility. *Proceedings of the National Academy of Sciences*. *113*(23),

6454-6459. [[PDF](https://drive.google.com/file/d/0B3NfwG0qz3qOMXVZYl81dFlNU1U/view?usp=sharing)] [[OSF](https://osf.io/cgur9/)]

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](https://drive.google.com/file/d/0B3NfwG0qz3qOS1AtQ20wQUVNYUk/view?usp=sharing)]

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](https://drive.google.com/file/d/0B3NfwG0qz3qObE04cV8zQndoNFU/view?usp=sharing)] [[OSF](https://osf.io/ndtwf/)]

**CHAPTERS**

**Brady, W.J.**& Balcetis, Emily. (2014). Accuracy and Bias in Emotion Perception Predict Affective

Response to Relationship Conflict. *Advances in Visual Perception*. NOVA Press.

**Brady, W.J.,** & Balcetis, E. (2014). Electroencephalography (EEG). Invited chapter in J. Golson

(Ed.) *Encyclopedia of Lying and Deception*. Sage Press.

**IN PREPARATION**

**Brady, W.J.**, Gantman, A.P., & Van Bavel, J.J. (submitted). An experimental investigation of the role of

attentional capture in the spread of moralized content online. [PDF Preprint] [OSF]

**Brady, W.J.** & Van Bavel, J.J. (invited submission – *Perspectives on Psychological Science*). The MAD

Model of Moral Contagion: The role of motivation, attention and design in the spread of

moralized content online. [PDF Preprint]

**Brady, W.J.**, Pereira, A., & Van Bavel, J.J. (data collection on-going). Political identity strength predicts

intentions to engage with moralized political content on social media. [[OSF pre-registration](https://osf.io/3w2gn/)]

**Brady, W.J.**, Hammond, R., Simonoff, A., Van Bavel, J.J, & Crockett, M.J. (data collection on-going).

Detecting moral outrage on social media with supervised learning classification.

**STATISTICAL CONSULTING**

Duncan, D. T., Goedel, W. C., Stults, C. B., **Brady, W. J.,** Brooks, F. A., Blakely, J. S., &

Hagen, D. (2018). 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*, *12*(2), 292-301.

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, 14*(4), 436-444.

**PRESENTATIONS**

**INVITED TALKS**

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2018, November). *The MAD model: The role of motivation,*

*attention and design in the spread of moralized content online.* Dartmouth University, Brownbag

Speaker Series.

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2018, October). *The MAD model: The role of motivation,*

*attention and design in the spread of moralized content online.* University of Connecticut,

Brownbag Speaker Series.

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2018, August). *The role of social identity in the*

*spread of moralized content online.* Princeton University, Workshop on Collective Behavior,

Social Media, and Systemic Risk.

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2018, May). *Moral Contagion: Echo*

*chambers, source effects and behavioral consequences*. YaleUniversity,Human Cooperation

Lab.

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2018, February). *Moral Contagion: Echo*

*chambers, source effects and behavioral consequences*. Boston Area Morality Research Group

(BAM), Harvard University.

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2017, November). *Moral Contagion: Echo*

*chambers, source effects and behavioral consequences*. YaleUniversity,Crockett Lab.

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2017, November). *Moral Contagion: Echo*

*chambers, source effects and behavioral consequences*. PrincetonUniversity,Neuroscience and

SocialDecision-Making Lecture Series.

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2017, October). *Moral Contagion: Echo*

*chambers, source effects and behavioral consequences*. Brown University, Social and Affective

Neuroscience Lab.

**Brady, W.J.**, Mende-Siedlecki, P., Reinero, Diego, & Van Bavel, J.J. (2016, May). *Contextual sensitivity*

*in scientific reproducibility*. NYU Reproducibility Symposium.

**CONFERENCE SYMPOSIA**

**Brady, W.J.** & Rand, D. (2018, October). *Unpacking the psychological underpinnings of misinformation*

*and polarization in the digital age.* Symposium at the annual meeting of theSociety of

ExperimentalSocial Psychology (SESP).

**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 forPersonality and

SocialPsychology.

**CONFERENCE PAPERS**

**Brady, W.J.**, Jost, J., & Van Bavel, J.J. (2018, October. *The role of social identity in the*

*spread of moralized content online.* Society of Experimental Social Psychology (SESP).

**Brady, W.J**., Wills, J. Burkart, D., Jost, J. & Van Bavel, J.J. (2018, July). *Ideological asymmetry in social*

*media influence: Republicans gain greater information diffusion from appeals to morality and emotion.* International Society of Political Psychology (ISPP).

**Brady, W.J**., Wills, J. Burkart, D., Jost, J. & Van Bavel, J.J. (2018, May). *Ideological asymmetry in social*

*media influence: Republicans gain greater information diffusion from appeals to morality and emotion.* New Directions and Perspectives on Moral Intuitions Symposium. Association for Psychological Science (APS).

**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! Understandingthe Spread of

MoralIdeas in Online Social Interactions Symposium. Society forPersonality 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 SocietyOf Political Psychology. (2017, June).

**Brady, W.J**., Mende-Siedlecki, P., Reinero, 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 CollegeConference, 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*. InvitedSymposium, Society for

Personality andSocial 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 forPersonality and

SocialPsychology.

**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**

Wang, M.\*, **Brady, W.J.,** Gantman, A.P. & Van Bavel, J.J.(2018, March). *Attentional capture is*

*necessary but not sufficient for the spread of moral ideas online.* Emotion Preconference, Society

for Personality and Social Psychology.

\*undergraduate advisee

Kwon, J.\*\*, Carroll, M\*, **Brady, W.J.,** & Van Bavel, J.J.(2018, March). *A causal test of moral contagion.*

Society for Personality and Social Psychology.

\*undergraduate advisee

\*\*M.A. student advisee

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.

\*undergraduate advisee

\*\*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 forPersonality andSocial

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 SocialPsychology.

**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 andSocial 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**

**Gaining psychological insights from social media** in Graduate Research Methods, Fall 2018

New York University

**Gaining psychological insights from social media** in Graduate Research Methods Fall 2017

New York University

**ANOVA** in Statistics for Behavioral Sciences, Summer 2016

New York University

**TEACHING TRAINING**

NYU Center for the Advancement of Teaching Seminar: Advancing Inclusive Learning Communities

(2018, February)

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 "Increasing ecological validity in attention studies of social media”. Spring 2018.

**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-TrackingInvestigation". 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*

*Psychological Science*

*Nature: Human Behaviour*

*Journal of Experimental Psychology: General*

*Emotion*

*Behavioral Research Methods*

*Social Psychological and Personality Science*

**PROFESSIONAL**

**Outstanding Research Award Reviewer.** Society for Personality and Social Psychology (2018)

**Cohort 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)

**EDUCATION**

Journal of Visual Experiments (JoVE) contributor – visual and verbal summaries of key studies in social

psychology for use in undergraduate psychology lectures.

* [Using fMRI to dissect moral judgment](https://www.jove.com/science-education/10306/using-fmri-to-dissect-moral-judgment?status=a12312k)
* [Inducing Emotions](https://www.jove.com/science-education/10308/inducing-emotions?status=a12314k)
* [Persuasion: motivational factors affecting attitude change](https://www.jove.com/science-education/10330/persuasion-motivational-factors-influencing-attitude-change?status=a12336k)
* [A Minority of One: Conformity to group norms](https://www.jove.com/science-education/10331/a-minority-of-one-conformity-to-group-norms?status=a12337k)

**STATISTICAL CONSULTING**

Duncan, D. T., Goedel, W. C., Stults, C. B., **Brady, W. J.,** Brooks, F. A., Blakely, J. S., &

Hagen, D. (2018). 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*, *12*(2), 292-301.

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, 14*(4), 436-444.

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.

Gozlan, B., Elbel, B., Regan, S., Zhang, J.,**Brady, W.J.**, & Duncan, D.. Weight Perception

among NYC Public Housing Residents: Do Neighborhood Obesity Prevalence and Activity Space

Size Influence Weight Perception?

Brady, R.J. & Hampton, R. 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.”](http://ct.moreover.com/?a=31146226768&p=1pl&v=1&x=cHZBj4HAZNtxpqSyKBGrGA) Jay Van Bavel & William J. Brady. *NY Times.* July 8th, 2017.

**SELECTED MEDIA COVERAGE**

[“Why do good people turn bad online?”](http://www.bbc.com/future/story/20180403-why-do-people-become-trolls-online-and-in-social-media) Gaia Vince. *BBC*. April 3rd, 2018.

[“How to go viral: stick to your morals but add a hint of emotion.”](http://www.wired.co.uk/article/moral-emotional-content-is-the-key-to-going-viral) Liat Clark. *Wired UK*. June 28th, 2017.

[“One graph shows how morally outraged tweets stay within their political bubble”](http://ct.moreover.com/?a=31142280690&p=1pl&v=1&x=mSdFQkSBThZT-qgTSMCakw). July 8th, 2017. Olivia

Goldhill. *Quartz*.

[“Why do so many studies fail to replicate?”](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwif7qPD447WAhUn6IMKHZK_DbEQFggoMAA&url=https%3A%2F%2Fwww.nytimes.com%2F2016%2F05%2F29%2Fopinion%2Fsunday%2Fwhy-do-so-many-studies-fail-to-replicate.html%3Fmcubz%3D3&usg=AFQjCNHUF8Xn1DNaDCbsSXsUDinGUqoSPQ) 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

[jay.vanbavel@nyu.edu](mailto:jay.vanbavel@nyu.edu)

**Dr. John Jost**

Professor of Psychology and Politics

New York University Psychology Department

[john.jost@nyu.edu](mailto:john.jost@nyu.edu)

**Dr. Molly Crockett**

Assistant Professor

Yale University Psychology Department

molly.[crockett](mailto:mollycrockett@yale.edu)@yale.edu