

**Curriculum Vitae  
Ya Hui Michelle See  
Dec 2018**

**CONTACT**

Department of Psychology  
National University of Singapore  
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**EDUCATION**

Ph.D. Psychology, The Ohio State University (June 2007)  
*Major Area:* Social Psychology  
*Minor Areas:* Quantitative Psychology; Cognitive Psychology  
*Adviser:* Dr. Richard E. Petty

M.A. Psychology, The Ohio State University (August 2003)  
*Major Area:* Social Psychology  
*Adviser:* Dr. Richard E. Petty

B.A. Psychology, Summa Cum Laude and Honors, University of Arizona (May 2001)  
*Adviser:* Dr. Jeff Greenberg

**EMPLOYMENT AND PROFESSIONAL EXPERIENCE**

2015-present	Associate Professor (with tenure), National University of Singapore
2017 (Jan-May)	Visiting Scholar, University of California, Santa Barbara
2016 (Aug– Dec)	Visiting Scholar, University of Illinois at Chicago
2008-2009	Co-appointment with Computational Cognition for Social Systems, Singapore’s Agency for Science, Technology and Research (A*STAR)
2007-2015	Assistant Professor, National University of Singapore

**HONORS AND AWARDS**

Elected Fellow, Society of Experimental Social Psychology (2016)  
Humanities and Social Sciences (HSS) Faculty Research Fellowship, National University of Singapore (2011).  
Faculty Teaching Excellence Award, National University of Singapore (2009-2010; 2010-2011, 2014-2015).  
Distinguished University Fellowship, The Ohio State University (2001-2002; 2005-2006).  
Council of Graduate Students Ray Travel Award for Scholarship and Service (2005).  
Baumgardner Travel Award (2004).  
Society for Personality and Social Psychologist (SPSP) Diversity Fund Award (2002).  
Honors College Undergraduate Research Grant, University of Arizona (2000).  
Dean’s List, University of Arizona (1998-2001).

## **RESEARCH INTERESTS**

attitudes and persuasion; intergroup attitudes; social cognition; culture

## **SELECTED PUBLICATIONS**

\*Denotes student co-author.

Johnson, I., Petty, R.E., Briñol, P., & See, Y.H.M. (2017). Persuasive message scrutiny as a function of implicit-explicit discrepancies in racial attitudes. *Journal of Experimental Social Psychology, 70*, 222-234.

Tan, K.Y.\*, See, Y.H.M., & Agnew, C.R. (2015). Partner's understanding of affective-cognitive meta-bases predicts relationship quality. *Personal Relationships, 22*, 524-535.

Whitson, J., Wang, C.S., See, Y.H.M., Baker, W., & Murnighan, J.K. (2015). How, when, and why recipients and observers reward good deeds and punish bad deeds. *Organizational Behavior and Human Decision Processes, 128*, 84-95.

Khoo, B.L.Z.\*, & See, Y.H.M. (2014). Mortality salience and evaluations of ingroup versus outgroup critics: The role of criticism legitimacy. *European Journal of Social Psychology, 44*, 242-254.

See, Y.H.M., Valenti, G., Ho, Y.Y.A.\*, & Tan, M.S.Q.\* (2013). When message tailoring backfires: The role of initial attitudes in affect-cognition matching. *European Journal of Social Psychology, 43*, 570-584.

See, Y. H. M., Petty, R. E., & Fabrigar, L. R. (2013). Affective-cognitive meta-bases versus structural bases of attitudes predict processing interest versus efficiency. *Personality and Social Psychology Bulletin, 39*, 1113-1125.

Wang, C.S., Leung, A.K.-y., See, Y.H.M., Gao, X.Y.\* (2011). The effects of culture and friendship on rewarding honesty and punishing deception. *Journal of Experimental Social Psychology, 47*, 1295-1299.

See, Y.H.M., Petty, R.E., & Evans, M.L. (2009). The impact of perceived message complexity and need for cognition on information processing and attitudes. *Journal of Research in Personality, 43*, 880-889.

See, Y.H.M., Petty, R.E., & Fabrigar, L.R. (2008). Affective and cognitive meta-bases of attitudes: Unique effects on information interest and persuasion. *Journal of Personality and Social Psychology, 94*, 938-955.

See, Y.H.M., & Petty, R.E. (2006). Effects of mortality salience on evaluation of ingroup and outgroup sources: The impact of pro- versus counter-attitudinal positions. *Personality and Social Psychology Bulletin, 32*, 405-416.

## **OTHER PUBLICATIONS**

See, Y.H.M. (in press). Cognitive-affective processing system. In V. ZeiglerHill, & T. K., Shackelford (Eds.), *Encyclopedia of Personality and Individual Differences*. Springer.

Wade, W.P., & See, Y.H.M. (2014). Measuring critical thinking as learning outcome: A pilot study from the Ideas and Exposition 1 Module, *Asian Journal of the Scholarship of Teaching and Learning, 4*, 220-236.

See, Y.H.M., & Khoo, B.L.Z.\* (2011). Tailoring information to change attitudes: A meta-structural approach. In I.M. Saleh & M.S. Khine (Eds.), *Attitudes research in science education: Classic and contemporary measurements* (pp.177-198). Charlotte, NC: Information Age Publishing.

Yang, Y., See, Y.H.M., Ortony, A., & Tan, J. J. X.\* (2010). Subjective effectiveness in agent-to-human negotiation: A frame x personality account. In P. McBurney, S. Parsons, I. Rahwan, & N. Maudet (Eds), *Lecture notes in artificial intelligence, 6057*, 134-149, Springer-Verlag.

Horcajo, J., **See, Y.H.M.**, Briñol, P., Petty, R.E. (2008). The role of mortality salience in consumer persuasion. *Advances in Consumer Research*, 35, 782-783.

**See, Y. H. M.**, & Petty, R. E. (2007). The need for cognition. In R.F. Baumeister & K. D. Vohs (Eds), *Encyclopedia of social psychology* (pp. 611-613). Thousand Oaks, CA: Sage Publications.

### **MANUSCRIPTS UNDER REVISION**

**See, Y. H. M.**, Lim, A.W.Q., & Pauketat, J. (invited for revision and resubmission). Values predict willingness to interact with immigrants: The role of cultural ideology and multicultural orientation.

### **MANUSCRIPTS IN PROGRESS**

**See, Y. H. M.**, & Luttrell, A (under revision). Dueling emotions or conflicting beliefs? When intra-component conflict predicts ambivalence for behaviors.

Bu, C., & **See, Y. H. M.** (under revision). Defensive confidence and certainty in unchanged attitudes: The role of affect-cognition matching.

### **RESEARCH FUNDING**

\*\*External funding

#### **National identity and acceptance of immigrants: The role of attitudes, emotions, and goals**

Humanities and Social Sciences Seed Fund

Jul 2016-Jun 2018

S\$40 000

Principal Investigator (Co-Principal Investigator: Dr Eddie Tong)

#### **\*\*Impact of Residential Arrangements on Intergroup Relations in Student Residences**

Sep 2015-Jan 2018

National Population and Talent Division, Singapore Prime Minister's Office

S\$50,000 (US\$37,037)

Principal Investigator

#### **\*\*Brain State and Conditioned Attitude Formation**

Sep 2014-Sep 2016

Air Force Office of Scientific Research (USA; Asian Office of Aerospace Research & Development)

US\$248,400 (S\$335,340)

Co-Principal Investigator (Principal Investigator: A/P Trevor Penney; Co-Principal Investigator: Dr Yen Shih Cheng)

#### **When Message Tailoring Backfires: Causes, Consequences, and Solutions**

Dec 2011-Dec 2014

Singapore Ministry of Education Academic Research Fund Tier 1

S\$58, 000 (US\$42,963)

Principal Investigator

#### **\*\*The Impact of Digital Games on Adolescents' Social and Psychological Development**

Sep 2008-Sep 2012

Singapore Ministry of Education R&D on IDM in Education Programme

S\$1,705,320 (US\$1,263,200)

Co-Principal Investigator (Principal Investigator: Dr. Henry Been Lirn Duh; Co-Principal Investigators: A/P Angeline Khoo, Dr. Mark Cenite, Dr. Vivian Chen, Dr. Moon-ho Ho, A/P Thomas Douglas, Prof Sang Min Wang)

**Attitudes and Behavior as a Function of Affect and Cognition**

Oct 2007-Oct 2010

Singapore Ministry of Education Academic Research Fund Tier 1

S\$52, 482 (US\$38,875)

Principal Investigator

**INVITED TALKS**

University of California, Santa Barbara, Department of Psychology, USA (Apr 2017)

Hendrix College, Department of Psychology, USA (Dec 2016)

Purdue University, Department of Psychology, USA (Nov 2016)

State University of New York at Buffalo, Department of Psychology, USA (Nov 2016)

University of Illinois at Chicago, Department of Psychology, USA (Sep 2016)

Nanyang Technological University, School of Communication and Information, Singapore (Mar 2012)

Singapore Management University, School of Social Sciences, Singapore (Sep 2010)

Sungkyunkwang University, Department of Psychology, South Korea (Aug 2010)

**CONFERENCE PRESENTATIONS – ORAL**

**See, Y.H.M. (2019).** Invited Speaker. *International Jobs: Comparing Academic Life Across the Continents*. Annual meeting of the Society for Personality and Social Psychology (SPSP), Portland, Oregon.

**See, Y.H.M. & Bu, C. (2018).** *Defensive confidence and certainty in unchanged attitudes: The role of affect-cognition matching*. National Communication Association (NCA) 104<sup>th</sup> Annual Convention, Salt Lake City, Utah.

**See, Y.H.M. (2017).** Invited Speaker. *Dueling emotions or conflicting beliefs? When intra-component conflict predicts ambivalence*. Attitudes & Social Influence Preconference at Annual meeting of the SPSP, San Antonio, Texas.

Kan, M. \*, Fabrigar, L.R., **See, Y.H.M.**, Petty, R. E. (2017). *Do you know as much as you think you know?* Annual Meeting of Midwestern Psychological Association (MPA), Chicago, Illinois, USA.

**See, Y.H.M.**, Fabrigar, L.R., & Petty, R.E. (2014). *Objective and subjective approaches to measuring attitude structure: Considering the theoretical implications of methodological choices*. 17<sup>th</sup> General Meeting of the European Association of Social Psychology (EASP), Amsterdam, Netherlands.

Tan, K.Y.\*, & **See, Y.H.M.** (2013). *The effect of familiarity with partner meta-attitudinal bases on romantic relationship quality*. Annual Meeting for Midwestern Psychological Association (MPA), Chicago, Illinois.

**See, Y.H.M.** (2008). Invited Speaker. Special Symposium: *New trends in motivation research in social psychology*. Annual Conference (49th) of Japanese Society of Social Psychology (JSSP), Kagoshima, Japan.

**See, Y.H.M.**, Petty, R.E., & Fabrigar, L.R. (2008). *Affective and cognitive meta-bases of attitudes: Unique effects on information interest and persuasion*. Presented as Symposium Co-Chair at Annual meeting of SPSP, Albuquerque, New Mexico.

**See, Y.H.M.** & Petty, R.E (2006). *Meta-bases, structural bases and persuasion*. Annual Meeting for MPA, Chicago, Illinois.

**See, Y.H.M.** & Petty, R.E (2005). *Effects of mortality salience on evaluation of ingroup and outgroup sources: The impact of pro- versus counter-attitudinal positions*. Annual Meeting for MPA, Chicago, Illinois.

**See, Y.H.M.**, Petty, R.E., & Evans, M.L. (2003). *The effects of message complexity in information processing in individuals high and low in need for cognition*. Annual Meeting for MPA, Chicago, Illinois.

### **CONFERENCE PRESENTATIONS – POSTER**

**See, Y.H.M.** & Khoo, B.L.Z. (2019). *The Role of Relational Mobility in Ingroup Leniency toward Moral Transgressions*. Annual meeting of the SPSP, Portland, Oregon.

Cheng, I.\*, & **See, Y.H.M.** (2018). *Unity and journey: Framing perceptions of the ingroup*. Annual meeting of the Society for Personality and Social Psychology (SPSP), Atlanta, Georgia. **Winner of Runner-up Prize for SPSP Undergraduate Student Poster Award.**

Abdul Halil Khan, N.\*, & **See, Y.H.M.** (2018). *Value-expressive attitudes predict concerns for processing cognitive information*. Annual meeting of the SPSP, Atlanta, Georgia. **Winner of Best Writing Award (Singapore Psychological Society).**

**See, Y.H.M.**, Tan, J.H.M.\*, Bu, C.\*, Haas, I.J., Wang, C.S. (2018). *The when and how of intergroup bias*. Annual meeting of the SPSP, Atlanta, Georgia.

**See, Y.H.M.**, & Skitka, L. (2017). *Value-expressive attitude function predicts cognitive processing concerns*. Association for Psychological Science (APS) Annual Convention, Boston, Massachusetts, USA.

**See, Y.H.M.** (2016). *Dueling Emotions or Conflicting Beliefs? Intra-Component Conflict Predicts Subjective Ambivalence Depending on Affective-Cognitive Meta-bases*. Annual conference of Society of Experimental Social Psychology (SESP), Santa Monica, California.

**See, Y.H.M.**, & Goh, C.B.J.\* (2015). *Tailoring a message to an aroused value increases attitude certainty*. Annual meeting of the SPSP, Long Beach, California.

Khoo, B.L.Z., & **See, Y.H.M.** (2015). *Self-construal strength moderates the effects of situational self-construal salience on spread of alternatives*. Annual meeting of the SPSP, Long Beach, California.

**See, Y.H.M.**, & Tan, J. J.\* (2014). *Considering a pro-attitudinal message in light of a different value increases attitude-behavior consistency*. Annual meeting of the SPSP, Austin, Texas.

Khoo, B.L.Z., & **See, Y.H.M.** (2014). *Timing of critic's group membership information moderates evaluations of ingroup critics under mortality salience*. Annual meeting of the SPSP, Austin, Texas.

Ariel, S., Fabrigar, L.R., **See, Y.H.M.**, & Petty, R.E. (2013). *The structural/subjective distinction of ought-self discrepancies*. Annual meeting of the SPSP, New Orleans, Louisiana.

**See, Y.H.M.**, Valenti, G., & Tan, M.S.Q.\* (2013). *When message tailoring backfires: Message opponents counter-argue tailored information more intensely than non-tailored information*. Annual meeting of the SPSP, New Orleans, Louisiana.

**See, Y.H.M.**, Valenti, G., & Ho, A.Y.Y.\* (2012). *Message tailoring backfires when initial attitudes are incongruent with message position*. Association for Psychological Science (APS) 24th Annual Convention, Chicago, Illinois.

**See, Y.H.M.**, Petty, R.E., & Fabrigar, L.R. (2012). *Individual differences in social-adjustive bases of attitudes*.

Annual meeting of the SPSP, San Diego, California.

Khoo, B.L.Z., & See, Y.H.M. (2012). *Mortality Salience and Processing of Information from Deviant Ingroup Members*. Annual meeting of the SPSP, San Diego, California.

See, Y.H.M., Petty, R.E., & Fabrigar, L.R. (2011). *Meta-bases and structural bases: Implications for motivation and ability processes in persuasion*. Annual meeting of the SPSP, San Antonio, Texas.

See, Y.H.M., Fabrigar, L.R., & Petty, R.E. (2010). *Matching a message to chronic social-adjustive meta-bases increases persuasion*. APS 22nd Annual Convention, Boston, Massachusetts.

Khoo, B.L.Z.\*, See, Y.H.M., & Chee, T.H.R. (2010). *Spread of alternatives as a function of self-construal salience and subtlety of prime*. Annual meeting of the SPSP, Las Vegas, Nevada.

See, Y.H.M., Petty, R.E., & Fabrigar, L.R. (2010). *Meta- and structural bases differentially predict selective processing*. Annual meeting of the SPSP, Las Vegas, Nevada.

See, Y.H.M., & Petty, R.E. (2009). *Information selection as a function of affective versus cognitive meta-bases*. Annual meeting of the SPSP, Tampa, Florida.

Khoo, B.L.Z.\*, See, Y.H.M., & Tong, E.M.W. (2009). *Cognitive deconstruction as a function of self-esteem following mortality salience*. Annual meeting of the SPSP, Tampa, Florida.

See, Y.H.M. (2007). *Meta- versus structural bases of attitudes influence processing motivation versus ability*. APS 20th Annual Convention, Chicago, Illinois.

See, Y.H.M., Petty, R.E., & Fabrigar, L.R. (2006). *Affect-cognition orientation: Measuring individual differences in meta-bases*. Annual meeting of the SPSP, Palm Springs, California.

See, Y.H.M. & Petty, R.E (2005). *Effects of meta- and structural bases on attitude accessibility*. Annual meeting of the SPSP, New Orleans, Louisiana.

See, Y.H.M. & Petty, R.E (2004). *Effects of mortality salience on evaluation of ingroup and outgroup sources*. Annual meeting of the SPSP, Austin, Texas.

### **GRADUATE STUDENT SUPERVISION**

**Abdul Halil Khan, N.** (M. Soc. Sci., expected in 2020).  
Thesis topic: attitude functions

**Ng., R.W.J.** (M. Soc. Sci., expected in 2020).  
Thesis topic: health communication

**Khoo, B.L.Z.** (PhD, Nov 2013).  
Dissertation Title: *Mortality salience and reactions toward critical ingroup and outgroup members*.  
Currently at Defense Science Organization National Laboratories (also, adjunct assistant professor at NUS Psychology)

**Tan, J.H.M.** (M. Soc.Sci., Jan 2017)  
Thesis Title: *A further examination of the intergroup sensitivity effect: The moderating role of social exclusion, power and category differentiation*.  
Currently at Singapore Civil Defense Force

**Bu, C.** (M. Soc.Sci., Jan 2018)

Thesis Topic: *Defensive confidence and post-message attitude certainty: The role of affect-cognition matching.*  
Currently at Department of Pharmacy, National University of Singapore

### **INSTITUTIONAL/DEPARTMENT SERVICE**

- Search Committee Chair (2 faculty positions; AY18-19)
- Promotion and Tenure Evaluation Committee (Department-level) Member (AY17-18; AY16-17)
- Executive Committee Member (AY17-18; AY13-14; AY12-13)
- Deputy Director for Graduate Studies (AY17-18)
- Search Committee Chair (4 faculty positions; AY15-16)
- Full-time Teaching Assistant Search Committee Chair (3 positions; AY14-15)
- Research Committee Member/ Department Ethics Review Committee Member (AY14-15; AY 09-10; AY08-09)
- Alumni Relations Committee Member (AY14-15)
- FASS Open House (AY14-15; AY10-11)
- Deputy Director for Undergraduate Curriculum Committee (AY13-14)
- Level 3000 Coordinator – Laboratory, Independent Research Project (IRP), University Research Opportunity (UROP) Modules (AY12-13)
- Undergraduate Curriculum Committee member (AY12-13)
- Level 3000 Module Coordinator – Core and Elective Modules (AY12-13)
- Department Liaison for Renovations for Social Psychology Lab (AY12-13)
- Graduate Studies Committee Member (AY11-12; AY10-11)
- NUS Open House (AY11-12)
- Psychology Society Advisor (AY10-11)
- Coordinator for Matters on Student Exchange, University Scholars Program Independent Studies Modules (USP-ISM), and Non-graduating Students (AY09-10; AY08-09; AY07-08)
- Search Committee Member (AY07-08)

### **PROFESSIONAL SERVICE**

Ad Hoc Reviewer:

Journalism

Journal of Personality and Social Psychology

Personality and Social Psychology Bulletin

Journal of Experimental Social Psychology

European Journal of Social Psychology

Journal of Applied Social Psychology

Basic and Applied Social Psychology

Asian Journal of Social Psychology

Social Influence

Motivation and Emotion

Annals of Behavioral Medicine

Research Grants Council, Hong Kong

National Science Foundation, USA

**COMMUNITY SERVICE**

Presenter at National Population and Talent Division *Immigration and Diversity Policy workshop*. Talk title: Different Standards for Different Groups: Antecedents to Intergroup Bias (July 2017)

Panel discussant on Talking Point: The Vote, *Channel NewsAsia* (May 2013; July 2014)

Discussion facilitator at National Kindness Conference (Oct 2012)

**LANGUAGES**

English; Chinese/Mandarin; Japanese (Japanese-Language Proficiency Test Level 1); French (B.A. Minor)