

MELISSA BURKLEY

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PROFESSIONAL POSITIONS

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|---|--------------|
| Associate Professor, Oklahoma State University <ul style="list-style-type: none">▪ Psychology Department | 2012-present |
| Assistant Professor, Oklahoma State University <ul style="list-style-type: none">▪ Psychology Department | 2006-2012 |
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EDUCATION

The University of North Carolina at Chapel Hill

- **Ph.D., Social Psychology**, August 2006
- Minor: Quantitative Psychology
- Dissertation: The Self-Protective Nature of Negative In-Group Stereotypes

Southern Illinois University Edwardsville

- **M.A., General Psychology**, May 2001
 - **B.S., Psychology**, May 1999
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RESEARCH

Publications

Peer-Reviewed Journal Articles:

Burkley, M., Wong, Y. J., & *Bell, A. C. (in press). The Masculinity Contingency Scale (MCS): Scale development and psychometric properties. *Psychology of Men and Masculinity*.

Burkley, M., Andrade, A., & Burkley, E. (in press). When using a negative gender stereotype as an excuse increases gender stereotyping in others. *Journal of Social Psychology*.

Burkley, E., *Curtis, J., **Burkley, M.**, & *Hatvany, T. (2015) Goal Fusion: The integration of goals within the self-concept. *Self & Identity*, 14(3), 348-368.

*Stermer, P., & **Burkley, M.** (2015). SeX-Box: Exposure to sexist video games predicts benevolent sexism. *Psychology of Popular Media Culture*, 4, 47-55.

- *Bell, A. C. & **Burkley, M.** (2014) “Women like me are bad at math”: The psychological functions of negative self-stereotyping. *Social and Personality Psychology Compass*, 8, 708-720.
- Burkley, M.**, Burkley, E., *Stermer, P. S., *Andrade, A., *Bell, A. C., & *Curtis, J. (2014) The ugly duckling effect: Examining fixed versus malleable beliefs about beauty. *Social Cognition*. 32, 466-483.
- *Curtis, J., Burkley, E., & **Burkley, M.** (2014). The rhythm is gonna get you: The influence of circadian rhythm synchrony on self-control outcomes. *Social and Personality Psychology Compass*, 8, 609-625.
- *Imura, M., **Burkley, M.**, & Brown, R. (2014). Honor to the core: Measuring implicit honor ideology endorsement. *Personality and Individual Differences*, 59, 27-31.
- **Cotner, C., & **Burkley, M.** (2013). Queer eye for the straight guy: Sexual orientation and stereotype lift effects on performance in the fashion domain. *Journal of Homosexuality*, 60, 1336-1348.
- Payne, B. K, Brown-Iannuzzi, J., **Burkley, M.**, Arbuckle, N., Cooley, E., Cameron, C. D., & Lundberg, K. B. (2013). Intention invention and the Affect Misattribution Procedure: Reply to Bar-Anan and Nosek (2012). *Personality and Social Psychology Bulletin*, 39, 375-386.
- Burkley, M.**, *Andrade, A., *Stermer, S. P., & *Bell, A. (2013). The double-edged sword of negative in-group stereotyping. *Social Cognition*, 31, 15-30.
- Burkley, E., *Anderson, D., *Curtis, J., & **Burkley, M.** (2013). Vicissitudes of goal commitment: Satisfaction, investments, and alternatives. *Personality and Individual Differences*, 54, 663-668.
- *Stermer, P., & **Burkley, M.** (2012). Xbox or SeXbox: An examination of sexualized content in video games. *Social and Personality Psychology Compass*, 6/7, 525-535.
- Burkley, M.**, *Parker, J., *Stermer, P. S., & Burkley, E. (2010). Trait beliefs that make women vulnerable to math disengagement. *Personality and Individual Differences*, 48, 234-238.
- *Parker, J. & **Burkley, M.** (2009). Who’s chasing whom: The impact of gender and relationship status on mate poaching. *Journal of Experimental Social Psychology*, 45, 1016-1019.
- Burkley, E., & **Burkley, M.** (2009). *Mythbusters*: A tool for teaching research methods in psychology. *Teaching of Psychology*, 36, 179-184.
- Burkley, M.** & Blanton, H. (2009). The positive (and negative) consequences of endorsing negative self-stereotypes. *Self & Identity*, 8, 286-299.

Burkley, M. & Blanton, H. (2008). Endorsing a negative in-group stereotype as a self-protective strategy: Sacrificing the group to save the self. *Journal of Experimental Social Psychology, 44*, 37-49.

Payne, K., **Burkley, M.**, & Stokes, M. (2008). Why do implicit and explicit attitude tests diverge? The role of structural fit. *Journal of Personality and Social Psychology, 94*, 16-31.

Burkley, M. & Blanton, H. (2005). When am I my group? Self-enhancement versus self-justification accounts of perceived prototypicality. *Social Justice Research, 18*, 445-463.

Grice, J., Burkley, E., **Burkley, M.**, Wright, S., & Slaby, J. (2004) A sentence completion task for eliciting personal constructs in specific domains. *Personal Construct Theory & Practice, 1*, 60-75.

Book Chapters:

Burkley, M., & Blanton, H. (in press). The Dilemmatics approach to applied research design: A case study of violent video game effects and aggression. In L. Steg, B. Buunk, & T. Rothengatter (Eds.), *Applied social psychology: Understanding and managing social problems* (2nd ed.). Cambridge University Press.

Blanton, H., **Burkley, M.**, & Burkley, E. (2014). Bonding, hiding and promoting: Three reactions to shared threat (pp. 175-204). In K. Zlatan & F. X. Gibbons (Eds.), *Communal functions of social comparison*. Cambridge University Press.

*Stermer, S. P., & **Burkley, M.** (2013). XXX-Box: The effect of sexualized video games on players' rape supportive responses (pp. 446-458). In B. Pelham & H. Blanton, *Measuring the weight of smoke* (4th ed.), Belmont, CA: Wadsworth/Thompson Learning.

Burkley, M. & Sweatt, S. (2011). Men who hate women but hide it well: Successful psychopathy in the Millennium Trilogy. *The psychology of the Girl with the Dragon Tattoo*. BenBella.

Burkley, M. (2011). The theme of prejudice in twilight: Team Edward vs. team Jacob. *The psychology of Twilight*. BenBella.

Burkley, M., & Burkley, E. (2010). The dark passenger in all of us. In B. DePaulo (Ed.), *The psychology of Dexter*. BenBella.

Burkley, M., & Blanton, H. (2008). Research designs in applied social psychology. In L. Steg, B. Buunk, & T. Rothengatter (Eds.), *Applied social psychology: Understanding and managing social problems*. Cambridge University Press.

Blanton, H., & **Burkley, M.** (2008). Deviance regulation theory: Applications to adolescent social influence. In M. Prinstein & K. A. Dodge (Eds.). *Peer contagion processes*

among youth: Peer contagion processes in youth Duke series on child development and public policy. Guilford Press.

Miscellaneous Publications:

Burkley, M. (2010). Would you marry yourself? *Paisley*, 2 (3: February), 18.

Manuscripts Under Review and In Preparation:

Burkley, M. & *Bell, A. C. The impact of intent and outcome on perceptions of racial prejudice. *Manuscript under review.*

Burkley, E., Durante, F., Fiske, S. T., **Burkley, M.**, & Andrade, A. Structure and content of Native American stereotypic subgroups: Not just (ig)noble. *Manuscript under review.*

Burkley, M., Burkley, E., *Andrade, A. & *Bell, A. Symbols of pride or prejudice? Examining the impact of Native American sports mascots on stereotype application. *Manuscript under review.*

*Stermer, P., & **Burkley, M.** Character choice alters transportation into a video game world. *Manuscript under review.*

*Stermer, P., & **Burkley, M.** Trait transportation into a video game world as a predictor of aggression. *Manuscript under review.*

*Stermer, P., & **Burkley, M.** XXX-Box: The effect of sexualized video games on players' rape supportive responses. *Manuscript under review.*

Losardo, D., Chow, S., Panter, A. T., **Burkley, M.**, & Burkley, E. Daily diary designs with planned missingness. *Manuscript under review.*

Burkley, E. & **Burkley, M.** The psychology of human motivation. Contracted with Pearson. *Textbook in preparation.*

Research featured in...

Mythbusters TOP 2009 article featured in:

- Novotney, A. (March 2010). Engaging the millennial learner. *APA Monitor on Psychology.*

Mate Poaching JESP 2009 article featured in:

- Tierney, J. (August 13, 2009). Do single women seek attached men? *The New York Times.*
- Coghlan, A. (August 17, 2009). It's true: All the taken men are best. *The New Scientist.*
- Miller, K. (Dec. 2009). Why taken guys seem sexier. *Cosmopolitan.*
- Kylstra, C. (Dec. 2009). The taken man's allure. *Men's Health.*

- Harris, A. (Nov. 2009). Singles go for taken blokes. *mX Newspaper*, Melbourne, Australia.
- Adami, C. (Feb. 2010). Analyzing the hunt: Are you flirting with another woman's valentine. *Paisley*.
- Clemence, S. (March 2011). Poor, taken, and hairy: Three surprising reasons you're attracted to him. *Marie Claire*.
- Woods, S. G. (2012). Why do so many more women hit on me now that I have a wedding ring? *Esquire*.
- Also featured on *The Gayle King Show* on *Oprah Radio*, *Whole Living* show on *Martha Stewart Radio*, *Fox News*, *Metroploe Magazine (Brazil)*, *Fantastic* on *Globo TV (Brazil)*
- Episode of *Person of Interest* entitled "Bury the Lede" (November, 2012)

Also featured as consulting expert in:

- *O Magazine* (January, 2015) There's nothing magical about January 1st.
- *TIME* (Dec 30, 2013) Here Are the New Year's Resolutions You Will Keep, and the Ones That You Will Break
- *The Globe and Mail* (January 2013). Why you should lower your bar for New Year's resolutions.
- *Psychology Today* (April 2010). Pop goes psychology II.
- *New Scientist* (November 2010). Is this evidence that we can see the future?
- *The Telegraph* (England; January 2011). Extrasensory perception paper published in respected journal.

Invited Talks and Conference Presentations

- **Jackson, J., *Bell, A., & Burkley, M. (2016). *Evaluating intent and harm in apologies for prejudiced behavior*. Poster presentation at the annual meeting of the Society of Social Psychology and Personality conference, San Diego, CA.
- **McKinney, H., **Bentley, H., & **Donovan, A., *Bell, A. C., Burkley, M., & Wong, Y. J. (2015). Testing the validity and reliability of the masculinity contingency scale (MCS). Poster presentation at the annual meeting of the Oklahoma Psychological Society conference, Edmond, OK.
- **Jones, C., **Dowell, J., **Jackson, J., *Bell, A. C., Burkley, M., & Wong, Y. J. (2015). Development of the masculinity contingency scale (MCS). Poster presentation at the annual meeting of the Oklahoma Psychological Society conference, Edmond, OK.
- *Bell, A. C., & **Burkley, M.** (2015). Exposure to American Indian Mascots Primes American Indian prejudice. Poster presentation at the annual meeting of the Society of Social Psychology and Personality conference, Long Beach, CA.
- *Bell, A. C., **Jones, C., **McKinney, H., & **Burkley, M.** (2014). The role of intent and harm in judgments of racial prejudice. Poster presentation at the annual meeting of the Oklahoma Psychological Society conference, Edmond, OK.
- *Bell, A. C., & **Burkley, M.** (2014). The role of intent and harm in judgments of prejudice and egalitarianism. Poster presentation at the annual meeting of the Society of Social Psychology and Personality conference, Austin, TX.

- *Stermer, P., & **Burkley, M.** (2013, January). Transportation into a video game world increases aggressive behaviors. Poster presented at the Society of Personality and Social Psychology conference, New Orleans, LA.
- *Bell, A. C., & **Burkley, M.** (2013). *Less racist than myself*. Poster presented at the Society of Social Psychology and Personality conference, New Orleans, CA.
- *Andrade, A., **Burkley, M.**, & *Stermer, P. S., (2013). *Getting to the Heart of the Matter: Twilight Puts Sexism at Stake*. Poster presented at the Society of Social Psychology and Personality conference, New Orleans, CA.
- Burkley, M.** (2012, October). *The ugly duckling effect: Examining entity versus incremental theories of beauty*. Invited talk given at Oklahoma University, Norman, OK.
- *Stermer, P., & **Burkley, M.** (2012, January). Transportation into a video game world increases aggressive cognitions. Poster presented at the Society of Personality and Social Psychology Annual Convention, San Diego, CA.
- *Stermer, P., **Burkley, M.**, & **Cotner, C. (2011, January). *That world becomes you: Transportation into a video game world*. Poster presented at the 12th annual convention of the Society for Personality and Social Psychology, San Antonio, TX.
- *Andrade, A., & **Burkley, M.** (2011, January). *The negative consequences of negative self-stereotyping*. Poster presented at the 12th annual convention of the Society for Personality and Social Psychology, San Antonio, TX.
- Losardo, D., Chow, S., Panter, A. T., **Burkley, M.**, & Burkley, E. (2010, July). *Optimal designs for daily diary studies: Do we really need all of those data points?* Paper presented at the Psychometric Society meetings, Athens, Georgia.
- **Cotner, C., & **Burkley, M.** (2010, April). *Fashion or fluke: Stereotype lift in gay males*. Poster presented at the Southwestern Psychological Association conference, Dallas, TX.
- Burkley, M.** (2009, November). *You're Smart, for a Woman: When are Backhanded Compliments Perceived as Sexist?* Invited talk given at University of Kansas, Lawrence, KS.
- *Stermer, S. P., & **Burkley, M.** (2009, January). *Video games and attitudes toward rape*. Poster presented at the 10th annual convention of the Society for Personality and Social Psychology, Tampa, FL.
- *Parker, J., & **Burkley, M.** (2009, January). *Gender Differences and Relationship Status in Infidelity: Who's Chasing Whom?* Poster presented at the 10th annual convention of the Society for Personality and Social Psychology, Tampa, FL.

Brown, V. N., & **Burkley, M. (2008, November). *Does setting influence the diagnosis of ADHD?* Poster presented at the Oklahoma Psychological Association annual conference, Tulsa, OK.

Woodward, E., & **Burkley, M. (2008, October). *The ugly duckling effect: Do beliefs about beauty moderate the impact of media on women's body image?* Poster presented at the 2008 Oklahoma Network for the Teaching of Psychology conference, Oklahoma City, OK.

Winfree, W., **Burkley, M. & Wingate, L. (2008, February). *Positively- and negatively-framed university diversity messages.* Poster presented at the 2008 Graduate College Research Symposium, Oklahoma State University. Symposium Undergraduate Research Award Winner.

Burkley, M., & Blanton, H. (2005, January). *Endorsing a Negative Self-Stereotype as a Self-Protective Strategy.* Poster presented at the 6th annual convention of the Society for Personality and Social Psychology, New Orleans, LA.

Blanton, H. & **Burkley, M.** (2004, May). *The Rise and fall of difference: A deviance regulation analysis of new ideas.* Presentation at Selection in the Marketplace of Ideas and Culture conference at Duke University.

Burkley, M., & Blanton, H. (2004, January). *Strategic self-stereotyping: A competitive test of self-enhancement versus self-justification accounts.* Poster presented at the 5th annual convention of the Society for Personality and Social Psychology, Austin, TX.

Grice, J., Burkley, E., & **Burkley, M.** (2004, January). *New methods for eliciting context-dependent personality and self-concept ratings.* Poster presented at the 5th annual convention of the Society for Personality and Social Psychology, Austin, TX.

Burkley, E. L., **Burkley, M. A.**, & Grice, J. W. (2000, June). *A domain specific, idiographic measure of self-discrepancies.* Poster presented at the 12th annual convention of the American Psychological Society, Miami, FL.

* = graduate student author

** = undergraduate student author

GRANTS

Internal

- A&S Student Technology Fee Grant (MediaLab & DirectRT), 2014, \$4,500 (coauthored with Christopher Dinges)
- A&S Student Technology Fee Grant (Qualtrics), 2012, \$11,250 (coauthored with Christopher Cushing and Tony Wells)
- A&S Travel Award, 2011, \$1,000
- A&S Travel Award, 2009, \$1,000
- A&S Summer Research Award, 2007, \$6,000
- A&S Student Technology Fee Grant (MediaLab), 2007, \$6,500

PROFESSIONAL ACTIVITIES

- Write blogs for *Psychology Today* and *The Huffington Post*
- Reviewer for:
 - *Journal of Experimental Social Psychology*
 - *Personality and Social Psychology Bulletin*
 - *Social Cognition*
 - *Self & Identity*
 - *Journal of Social Psychology*
- NSF Grant Reviewer
- Serve as a media contact for the *Social Psychology Network*
- Member of Sigma Xi

HONORS AND AWARDS

Oklahoma State University

- Outstanding Support Award from Non-Traditional Student Org 2011
- Arts & Sciences Travel Award 2009, 2011
- Outstanding Faculty Member from College of Arts and Sciences 2008
- ASR Summer Research Award 2007

The University of North Carolina at Chapel Hill

- Graduate Mentor Support Grant 2006
- Graduate Mentor Support Grant 2005
- Graduate and Professional Student Federation Travel Award 2005
- University Travel Award 2004

Southern Illinois University Edwardsville

- Graduate Scholar Award 2000
- Vice-President of Psi Chi 1999-2000
- Psi Chi Outstanding Graduate Student of the Year 2000

COMMITTEE ACTIVITIES

Dissertation Committees

- Ted Wagner completed 2008
- Jessica Parker (chair) completed 2010
- Paul Stermer (chair) completed 2012
- Darshon Anderson completed 2012
- Angela Andrade completed 2014

Comprehensive Exams Committees

- Jessica Parker (chair) completed 2008
- Paul Stermer (chair) completed 2009
- Darshon Anderson completed 2009

- Angela Andrade (chair) completed 2011
- Angela Bell (chair) completed 2013

Masters Thesis Committees

- Jessica Parker (chair) completed 2007
- Paul Stermer (chair) completed 2008
- Darshon Anderson completed 2008
- Liz Schlimgen completed 2011
- Angela Andrade (chair) completed 2011
- Matt Judah completed 2012
- Jessica Curtis completed 2012
- Angela Bell (chair) completed 2013
- Thomas Hatvany to be completed 2015

Supervised Undergraduate Research

- Vanessa Brown – Wentz proposal (unfunded) 2007
- Vanessa Brown – honors thesis (chair) 2007
- Stefani Granato – Wentz proposal (unfunded) 2009
- Kelsey Barber (second reader) 2011

Service Committees

- Psychology Scholarship and Awards Committee 2006-2007
- Colloquium Committee (chair) 2007-present
- Sustainability Task Force 2009-present
- In charge of Psychology Dept. Prescreener & Mass Testing 2009-present
- Native American Studies Committee 2011-present
- Psychology Department Participant Pool Committee (chair) 2007-present
- Department's Reappointment, Promotion and Tenure (DARC) 2010-2011
- LSD Tracks Subcommittee 2012-2014
- Arts & Sciences Reappointment, Promotion and Tenure 2013 (spring)

FORMER STUDENTS

Jessica Parker (2010), Statistical Consultant for NIH and Lockheed & Martin
 Paul Stermer (2013), Postdoctoral Research Psychologist at Leidos, Groton CT
 Angela Andrade (2014), University of Arkansas, Pine Bluff