

**David Sidhu, MSc**

PhD Candidate

University of Calgary

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Supervised by Dr. Penny Pexman

(Updated July 2018)

**Research Interests**

sound symbolism, embodied cognition, language processing

**Publications**

- Sidhu, D. M., McDougall, K. H., Jalava, S. T., & Bodner, G. E. (2018). Prediction of beauty and liking ratings for abstract and representational paintings using subjective and objective measures. *PLoS ONE*, *13*, e0200431. doi: 10.1371/journal.pone.0200431
- Zdrzilova, L., Sidhu, D. M., & Pexman, P. M. (2018). Communicating abstract meaning: concepts revealed in words and gestures. *Phil. Trans. R. Soc. B*, *373*, 20170138. doi:10.1098/rstb.2017.0138
- Westbury, C., Hollis, G., Sidhu, D. M., & Pexman, P. M. (2018). Weighing up the evidence for sound symbolism: Distributional properties predict cue strength. *Journal of Memory and Language*, *99*, 122-150. doi:10.1016/j.jml.2017.09.006
- Sidhu, D. M., & Pexman, P. M. (2017). Five mechanisms of sound symbolic association. *Psychonomic Bulletin & Review*, 1-25. doi:10.3758/s13423-017-1361-1
- Sidhu, D. M., & Pexman, P. M. (2017). Lonely sensational icons: Semantic neighbourhood density, sensory experience and iconicity. *Language, Cognition and Neuroscience*. doi:10.1080/23273798.2017.1358379
- Sidhu, D. M., & Pexman, P. M. (2016). A Prime Example of the Maluma/Takete Effect? Testing for Sound-Symbolic Priming. *Cognitive Science*. doi:10.1111/cogs.12438
- Siakaluk, P., Newcombe, I., Duffels, B., Li, E., Sidhu, D. M., Yap, M. J., & Pexman, P. M. (2016). Effects of emotional experience in lexical decision. *Frontiers in Psychology*, *7*. doi:10.3389/fpsyg.2016.01157

- Sidhu, D. M., Heard, A., & Pexman, P. M. (2016). Is more always better? Semantic richness effects and verb meaning. *Frontiers in Psychology, 7*. doi:10.3389/fpsyg.2016.00798
- Sidhu, D. M., & Pexman, P. M. (2016). Is Moving More Memorable than Proving? Effects of Embodiment and Imagined Enactment on Verb Memory. *Frontiers in Psychology, 7*. doi: 10.3389/fpsyg.2016.01010
- Sidhu, D. M., Pexman, P. M., & Saint-Aubin, J. (2016). From the Bob/Kirk effect to the Benoit/Éric effect: Testing the mechanism of name sound symbolism in two languages. *Acta Psychologica, 169*, 88-99.
- Sidhu, D. M. & Pexman, P. M. (2015). What's in a name? The effects of sound symbolism in first names. *PLoS ONE, 10*: e0126809. doi: 10.1371/journal.pone.0126809
- Moffat, M., Siakaluk, P. D., Sidhu, D. M., & Pexman, P. M. (2014). Situated conceptualization and semantic processing: Effects of emotional experience and context availability in verbal semantic categorization and naming tasks. *Psychonomic Bulletin & Review, 22*, 408-419.
- Kawakami, K., Williams, A., Sidhu, D., Vilaythong, O., Choma, B. L., Rodriguez-Bailón, R., Cañadas, E., & Hugenberg, K. (2014). An eye for the I: Preferential attention to the eyes of ingroup members. *Journal of Personality and Social Psychology, 107*, 1-20.
- Sidhu, D. M., Kwan, R., Pexman, P. M., & Siakaluk, P. D. (2014). Effects of relative embodiment in lexical and semantic processing of verbs. *Acta Psychologica, 149*, 32–39.

## **Academic Presentations**

### **Conference Talks**

- Sidhu, D. M. & Pexman, P. M. (June, 2018). Mechanisms of Sound Symbolism. Talk presented at the annual meeting of the International Multisensory Research Forum.
- Sidhu, D. M. & Pexman, P. M. (2017, July). What kinds of meanings are iconic? Effects of semantic neighbourhoods and sensory experience on iconicity ratings. Talk presented at the Iconicity Focus Group Workshop, Nijmegen, The Netherlands.

- Sidhu, D. M. & Pexman, P. M. (2017, June). Move it or lose (memory of) it: The effects of verb embodiment on memory. Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences, Regina, SK.
- Sidhu, D. M. & Pexman, P. M. (2017, June). What's so special about balloons? Factors that predict the iconicity of concepts' word forms. Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences, Regina, SK.
- Sidhu, D. M., Pexman, P. M., Saint-Aubin, J. (2016, November). Are grammatical gender and sound symbolism cues to shape? Talk presented at the annual meeting of the Psychonomics Society, Boston, MA.
- Sidhu, D. M. & Pexman, P. M. (2016, June). Embodied sound symbolism: The Ogo/Oho Effect. Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences, Ottawa, ON.
- Sidhu, D. M. & Pexman, P. M. (2014, August). *Grasping the understanding is grasping metaphor*. Talk presented at the annual Embodied and Situated Language Processing meeting, Rotterdam, The Netherlands.
- Pexman, P.M. & Sidhu, D. M. (2014, July). *Beyond the Bouba/Kiki Effect: The Bob/Kirk Effect*. Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences, Toronto, ON.
- Sidhu, D. M. & Pexman, P. M. (2013, June). *Tongue tied: Inhibiting articulation reduces the Bouba/Kiki Effect*. Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences, Calgary, AB.

### **Poster Presentations**

- Sidhu, D. M. & Pexman, P. M. (2018, May). Shared connotations as a mechanism for sound symbolism. Poster presented at the international meeting of the Psychonomics Society, Amsterdam, The Netherlands.
- Sidhu, D. M., Deschamps, K, Bourdage, J., & Pexman, P. M. (2017, November). Name sound symbolism: Associations between phonemes and personality. Poster presented at the annual meeting of the Psychonomics Society, Vancouver, BC.
- Sidhu, D. M., Pexman, P. M., & Saint-Aubin, J. (2016, June). Is un stylo sharper than une épée? Associations between grammatical gender and shape. Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences in Ottawa, ON

- Sidhu, D. M., Bodner, G. E., & Pexman, P. M. (2016, June). Our participants get “high on meaning”! Subjective meaningfulness effects in classification and lexical decision tasks. Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences in Ottawa, ON
- McDougall, K. H., Bodner, G. E., & Sidhu, D. M. (2016, May). Same beholder, different beauty: Preference reversals for pairs of paintings. Poster presented at the annual Northwestern Cognition and Memory Conference, in Vancouver, AB.
- Sidhu, D. M., Pexman, P. M., & Saint-Aubin, J. (2016, April). *Une round and un sharp: Grammatical gender and shape associations*. Poster presented at the Banff Annual Seminar in Cognitive Science, Banff, AB
- Sidhu, D. M., Saint-Aubin, J., & Pexman, P. M. (2015, November). *Sound symbolism in French and English first names*. Poster presented at the annual meeting of the Psychonomic Society in Ottawa, ON.
- Sidhu, D. M. & Pexman, P. M. (2015, July). *Get a grip: Testing for generalized effects of hand posture*. Poster presented at the annual Embodied and Situated Language Processing meeting, Lyon, France.
- Sidhu, D. M. & Pexman, P. M. (2015, July). *Arbitrariness isn't set in concrete*. Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Sciences in Ottawa, ON
- Sidhu, D. M. & Pexman, P. M. (2014, May). *Priming boubas and kikis*. Poster presented at the Banff Annual Seminar in Cognitive Science, Banff, AB
- Sidhu, D. M. & Pexman, P. M. (2013, November). *Investigating the role of embodiment in sound symbolism*. Poster presented at the annual meeting of the Psychonomic Society in Toronto, ON.
- Siakaluk, P. D., Moffat, M., Knol., N., Sidhu, D. M., & Pexman, P. M. (2013, November). *Emotion effects in visual word recognition*. Poster presented at the annual meeting of the Psychonomic Society in Toronto, ON.
- Sidhu, D. M. & Pexman, P. M. (2013, August). *Suppressing sound symbolism: The role of embodiment in the Boubas/Kiki Effect*. Poster presented at the annual Embodied and Situated Language Processing meeting, Potsdam, Germany.
- Sidhu, D. M. , Kwan, R., Pexman, P. M., & Siakaluk, P. D. (2013, May) *Effects of relative embodiment in lexical processing of verbs*. Poster presented at the annual Banff Annual Seminar in Cognitive Science, Banff, AB

Villaythong, O. T., Williams, A., Kawakami, K., & Sidhu, D. (2012, January). *Eyes of a stranger: The impact of motivation to individuate on visual attention to other-race faces*. Poster presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, CA.

Mitchell, R., Guindon, K., Sidhu, D., & Mortazavi, S. (2011, June). *Evaluation of a child, youth, and family psychotherapy service addressing complex mental health needs within multi-stressed families: Development, implementation and preliminary findings*. Poster presented at the annual Canadian Psychological Association Convention, Toronto, ON.

### **Other Presentations**

Sidhu, D. M. (2017, April). *Explorations of Sound Symbolism*. Invited speaker at the School of Languages, Linguistics, Literatures & Cultures Speaker Series at the University of Calgary.

Sidhu, D. M. (2015, March). *The Role of Embodiment in the Bouba/Kiki Effect*. Talk presented at a Board of Governors Dinner at the University of Calgary.

### **Reviewer**

Behavior Research Methods, Canadian Journal of Experimental Psychology, Cognition, Developmental Psychology, Nature Scientific Reports, Social Cognition

### **Media Appearances**

Sidhu, D. M. (2017, June). *CTV News*.

Sidhu, D. M. (2015, July). *CBC Eye Opener*.

Sidhu, D. M. (2015, July). *Corus Radio Calgary*.

Sidhu, D. M. (2015, April). *The Ivory Tower Podcast*.

### **Education**

**PhD University of Calgary** Calgary, AB  
*Area:* Cognitive Psychology  
*Supervisor:* Dr. Penny Pexman

**MSc University of Calgary** Calgary, AB  
2014 *Area:* Cognitive Psychology  
*Supervisor:* Dr. Penny Pexman

**B.A. York University** Toronto, ON  
2010 *Area:* Specialized Honours in Psychology  
*Honours Thesis Title:* Tracking the role of attention in the cross-race effect.  
*Thesis Supervisor:* Dr. Kerry Kawakami

**OSSD Don Mills C.I.** Toronto, ON  
2006 *Program:* IEP (Gifted Program)

### Awards

#### University of Calgary:

Department of Psychology Research Excellence Award	2016
CSBBCS Best Talk	2016
HBI Trainee Publication Award	2016
AIHS Graduate Student Scholarship (\$30,000/year)	2015-2019
NSERC CGS D (\$35,000/year)	2015-2018
Faculty of Graduate Studies Travel Award (\$1,500)	2014
Three Minute Thesis Talk Heat Winner	2014
Three Minute Thesis Talk Heat Audience Favourite	2014
Eyes High Doctoral Scholarship (\$25, 000/year)	2014-2017
Queen Elizabeth II Doctoral Scholarship (\$15, 000)	2014
APA Division 3 Early Career Poster Competition Finalist	2013
Queen Elizabeth II Scholarship (\$7, 200)	2013
CSBBCS Best Talk Runner Up	2013
Department of Psychology Teaching Assistant Award	2013
OGS (\$15, 000 - Declined)	2012
NSERC CGS M (\$17, 500)	2012

#### York University:

Dean's Honour Roll, B.A	2010
Graduated Summa Cum Laude	2010
NSERC Student Research Award (\$4, 500)	2007
York University Entrance Scholarship (\$4, 000)	2006

### Research Employment

Graduate Student Fall 2012 – Present  
Language Processing Laboratory, University of Calgary  
Supervisor: Dr. Penny Pexman

Research Assistant Fall 2011 – Sumer 2012  
Social Cognition Laboratory, York University  
Supervisor: Dr. Kerry Kawakami

Program Evaluation Assistant	Fall 2010 – Fall 2011
Child and Adolescent Mental Health Clinic Southlake Regional Hospital Supervisor: Dr. Robin Mitchell	
Research Assistant	Winter 2010 - Spring 2011
Developmental Processes Laboratory, York University Supervisors: Drs. Janice Johnson and Juan Pascual-Leone	
Research Assistant	Summer 2009 – Fall 2010
Social Cognition Laboratory, York University Supervisor: Dr. Kerry Kawakami	
Research Laboratory Coordinator	Winter 2010 – Summer 2010
Social Cognition Laboratory, York University Supervisor: Dr. Kerry Kawakami	
Research Assistant	Summer 2008 – Fall 2008
York University, Department of Psychology Supervisor: Dr. Hiroshi Ono	

#### **Other Positions Held**

CSBBCS Associate Department Representative University of Calgary	Fall 2016 – Present
CSS Organizer University of Calgary	Winter 2016
Teaching Assistant University of Calgary	Fall 2012 – Fall 2015