JACOB B. HIRSH

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ACADEMIC POSITIONS

Institute for Management & Innovation, University of Toronto Mississauga
Assistant Professor (2014 – Present)

Rotman School of Management, University of Toronto
Assistant Professor (2011 – Present)

Kellogg School of Management, Northwestern University
Postdoctoral Fellow (2010 – 2011)

EDUCATION

Ph.D. (Psychology), University of Toronto, 2010
Dissertation: *Decision-Making and Self-Regulation from a Social-Personality Neuroscience Perspective*

M.A. (Psychology), University of Toronto, 2006
Master's Thesis: *Predicting Creativity and Academic Performance with a "Fake-Proof" Measure of the Big Five*

H.B.Sc. (Psychology Research Specialist), University of Toronto, 2005
Graduated with high distinction

RESEARCH INTERESTS

Motivation, Decision-Making, and Self-Regulation; Values, Meaning, and Morality; Creativity and Innovation; Human Potential and Self-Development; Philosophical Psychology; Social/Personality Neuroscience

GRANTS AND RESEARCH FUNDING

Creative Leadership: Strategies for Improving Organizational and Individual Creativity. Insight Development Grant, Social Sciences and Humanities Research Council of Canada (SSHRC). 2011-2013, $49,000.

Power, Decision-Making, and Self-Regulation: Implications for Economic Health. Postdoctoral Fellowship, Social Sciences and Humanities Research Council of Canada (SSHRC). 2010-2011. $81,000.

Exploring the Neural and Cognitive Mechanisms of Trait Conscientiousness. Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada (SSHRC). 2008-2010. $40,000.

PUBLICATIONS

1. **Hirsh, J. B.** & Kang, S. K. (in press). Mechanisms of Identity Conflict: Uncertainty, Anxiety, and the Behavioral Inhibition System. *Personality and Social Psychology Review*.

2. Kaufman, S. B., Quilty, L. C., Grazioplene, R. G., **Hirsh, J. B.**, Gray, J. R., Peterson, J. B., & DeYoung, C. G. (in press). Openness to Experience and Intellect differentially predict creative achievement in the arts and sciences. *Journal of Personality*.

3. **Hirsh, J. B.** (2015). Extraverted populations have lower savings rates. *Personality and Individual Differences, 81*, 162-168.

4. **Hirsh, J. B.** (2015). Personality and creativity. In *International Encyclopedia of the Social and Behavioral Sciences, 2nd Edition.* (Vol. 17, pp. 770-773). Oxford, England: Elsevier.

5. Inzlicht, M., Bartholow, B. D., & **Hirsh, J. B.** (2015). Emotional foundations of cognitive control. *Trends in Cognitive Sciences, 19*, 126-132.

6. Yam, K. C., Reynolds, S., & **Hirsh, J. B.** (2014). The hungry thief: Physiological deprivation and its effects on ethical behavior. *Organizational Behavior and Human Decision Processes, 125*, 123-133.

7. Shteynberg, G., **Hirsh, J. B.**, Apfelbaum, E. P., Larsen, J. T., Galinsky, A. D., & Roese, N. J. (2014). Feeling more together: Group attention intensifies emotion. *Emotion, 14,* 1102-1114.

8. Nash, K., Prentice, M., **Hirsh, J. B.**, McGregor, I., & Inzlicht, M. (2014). Muted neural response to distress among securely attached people. *Social Cognitive and Affective Neuroscience, 9*, 1239-45.

9. **Hirsh, J. B.** (2014). Environmental sustainability and national personality. *Journal of Environmental Psychology, 38*, 233-240.

10. **Hirsh, J. B.** (2014). Mapping the goal space: Personality integration and higher-order goals. *Behavioral and Brain Sciences, 37*, 144-145.

11. Shteynberg, G., **Hirsh, J. B.**, Galinsky, A. D., & Knight, A. P. (2014). Shared attention increases mood infusion. *Journal of Experimental Psychology: General, 143*, 123-130.

12. **Hirsh, J. B.**, Mar, R. A., & Peterson, J. B. (2013). Personal narratives as the highest level of cognitive integration. *Behavioral and Brain Sciences, 36*, 216-217.

13. **Hirsh, J. B.** (2013). Meaningful motives: How goals structure our experience of the world. In J. Hicks & C. Routledge (Eds.), *The Experience of Meaning in Life: Classical Perspectives, Emerging Themes, and Controversies* (pp. 129-139). New York, NY: Springer Press.

14. **Hirsh, J. B.**, Walberg, M. D., & Peterson, J. B. (2013). Spiritual liberals and religious conservatives. *Social Psychological and Personality Science, 4*, 14-20.

15. **Hirsh, J. B.** (2012). Pragmatic perspectives on the psychology of meaning. *Psychological Inquiry, 23*, 354-360.

16. **Hirsh, J. B.**, Kang, S. K., & Bodenhausen, G. V. (2012). Personalized persuasion: Tailoring persuasive appeals to recipient personality traits. *Psychological Science, 23,* 578-581.

17. **Hirsh, J. B.**, Mar, R. A., & Peterson, J. B. (2012). Psychological entropy: A framework for understanding uncertainty-related anxiety. *Psychological Review, 119,* 304-320.

18. **Hirsh, J. B.**, Quilty, L. C., Bagby, R. M., & McMain, S. F. (2012). The relationship between agreeableness and the development of the working alliance in patients with borderline personality disorder. *Journal of Personality Disorders, 26*, 616-627

19. **Hirsh, J. B.**, Galinsky, A. D., & Zhong, C. B. (2011). Drunk, powerful, and in the dark: How general processes of disinhibition produce both prosocial and antisocial behavior. *Perspectives on Psychological Science, 5,* 415-427.

20. Weisberg, Y. J., DeYoung, C. G., & **Hirsh, J. B.** (2011). Gender differences across the ten aspects of the Big Five. *Frontiers in Personality Science and Individual Differences*, *2*:178.

21. DeYoung, C. G., **Hirsh, J. B.**, Shane, M. S., Papademetris, X., Rajeevan, N., & Gray, J. R. (2010). Testing Predictions from Personality Neuroscience: Brain Structure and the Big Five. *Psychological Science, 21*, 820-828.

22. Kang, S. K., **Hirsh, J. B.**, & Chasteen, A. L. (2010). Your mistakes are mine: Self-other overlap predicts neural response to observed errors. *Journal of Experimental Social Psychology, 46*, 229-232.

23. **Hirsh, J. B.** (2010). Personality and environmental concern. *Journal of Environmental Psychology, 30*, 245-248.

24. **Hirsh, J. B.** (2010). The weight of being: Psychological perspectives on the existential moment. *New Ideas in Psychology, 28*, 28-36.

25. **Hirsh, J. B.**, DeYoung, C. G., Xu, X., & Peterson, J. B. (2010). Compassionate liberals and polite conservatives: Associations of agreeableness with political ideology and moral values. *Personality and Social Psychology Bulletin, 36*, 655-664.

26. **Hirsh, J. B.**, Guindon, A., Morisano, D., & Peterson, J. B. (2010). Positive mood effects on delay discounting. *Emotion, 10,* 717-721.

27. **Hirsh, J. B.**, & Inzlicht, M. (2010). Error-related negativity predicts academic performance. *Psychophysiology, 47*, 192-196.

28. **Hirsh, J. B.**, & Mehta, M. (2010). Psychological diversity and economic health. In J. Horvath (Ed.), *Valuing a business in volatile markets*. Toronto, Canada: Carswell.

29. Morisano, D., **Hirsh, J. B.**, Peterson, J. B., Shore, B., & Pihl, R. O. (2010). Setting, elaborating, and reflecting on personal goals improves academic performance. *Journal of Applied Psychology, 95*, 255-264.

30. **Hirsh, J. B.** (2009). Choosing the right tools to find the right people. *The Psychologist, 22,* 730-3

31. **Hirsh, J. B.**, DeYoung, C. G., & Peterson, J. B. (2009). Metatraits of the Big Five differentially predict engagement and restraint of behavior. *Journal of Personality, 77,* 1085-1102.

32. **Hirsh, J. B.**, & Peterson, J. B. (2009). Extraversion, neuroticism, and the prisoner's dilemma. *Personality and Individual Differences, 46*, 254-256*.*

33. **Hirsh, J. B.**, & Peterson, J. B. (2009). Personality and language use in self-narratives. *Journal of Research in Personality, 43*, 524-527.

34. Inzlicht, M., McGregor, I., **Hirsh, J. B.**, & Nash, K. (2009). Neural markers of religious conviction. *Psychological Science, 20*, 385-392.

35. **Hirsh, J. B.**, & Inzlicht, M. (2008). The devil you know: Neuroticism predicts neural response to uncertainty. *Psychological Science, 19*, 962-967.

36. **Hirsh, J. B.**, Morisano, D., & Peterson, J. B. (2008). Delay discounting: Interactions between personality and cognitive ability. *Journal of Research in Personality, 42*, 1646-1650.

37. **Hirsh, J. B.**, & Peterson, J. B. (2008). Predicting creativity and academic success with a "fake-proof" measure of the Big Five. *Journal of Research in Personality, 42*, 1323-1333.

38. **Hirsh, J. B.**, & Dolderman, D. (2007). Personality predictors of consumerism and environmentalism: A preliminary study. *Personality and Individual Differences, 43*, 1583-1593.

39. Rowe, G., **Hirsh, J. B.**, & Anderson, A. K. (2007). Positive affect increases the "breadth" of cognitive selection. *Proceedings of the National Academy of Sciences, 104*, 383-388.

40. Mar, R. A., Oatley, K., **Hirsh, J.**, dela Paz, J., & Peterson, J. B. (2006). Bookworms versus nerds: Exposure to fiction versus non-fiction, divergent associations with social ability, and the simulation of fictional social worlds. *Journal of Research in Personality*, *40*, 694-712.

CONFERENCE PRESENTATIONS

1. **Hirsh, J. B** (2015, February). Motivated to misbehave: How the same forces that increase motivation also generate unethical behavior. Presented at the 16th Annual Meeting of the Society for Personality and Social Psychology, Long Beach, CA, USA.

2. **Hirsh, J.B.** (2014, May). Environmental sustainability and national personality. Presented at the 29th Annual Meeting of the Society for Industrial and Organizational Psychology, Honolulu, HI.

3. **Hirsh, J.B.** (2012, May). Shared experience increases the effects of mood on evaluative judgments. Presented at the 24th Annual Meeting of the Association for Psychological Science, Chicago, IL.

4. **Hirsh, J. B** (2012, January). Shared experience increases the effects of mood on evaluative judgments. Presented at the 13th Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA, USA.

5. **Hirsh, J. B.**, Walberg, M. D., & Peterson, J. B. (2011, July). The varieties of political religiosity. Presented to the 16th General Meeting of the European Association for Social Psychology, Stockholm, Sweden.

6. Wilson, K. E., Emrich, S. M., **Hirsh, J. B.**, Noda, M., Brienza, V., & Ferber, S. (2011, April). Visual attention and personality. Presented at the 18th Annual Meeting of the Cognitive Neuroscience Society, San Francisco, CA, USA.

7. **Hirsh, J. B.**, DeYoung, C. G., Xu, X., & Peterson, J. B. (2011, January). Associations of personality with political ideology and moral values. Presented at the 12th Annual Convention of the Society for Personality and Social Psychology, San Antonio, TX, USA.

8. **Hirsh, J. B.** (2010, October). Frontal asymmetry and delay discounting. Presented at the 2010 Annual Convention of the Society for Neuroeconomics, Evanston, IL, USA.

9. **Hirsh, J. B.** (2010, May). Prediction of managerial success with neuropsychological and forced-choice personality tests. Presented at the 22nd Annual Convention of the Association for Psychological Science, Boston, MA, USA.

10. **Hirsh, J. B.**, Kang, S. K., & Chasteen, A. L. (2010, January). Self-other overlap predicts neural response to observed errors. Presented at the 11th Annual Convention of the Society for Personality and Social Psychology, Las Vegas, NV, USA.

11. Nash, K., McGregor, I., Inzlicht, M., & **Hirsh, J. B.** (2010, January). Neural evidence for palliative approach motivation after threat. Presented at the 11th Annual Convention of the Society for Personality and Social Psychology, Las Vegas, NV, USA.

12. **Hirsh, J. B.**, & Inzlicht, M. (2009, October). Error-related negativity predicts academic performance. Presented at the 49th Annual Meeting of the Society for Psychophysiological Research, Berlin, Germany.

13. **Hirsh, J. B.**, & Peterson, J. B. (2009, August). Extraversion, neuroticism, and the prisoner's dilemma. Presented at the 117th American Psychological Association, Toronto, ON, Canada.

14. Morisano, D., **Hirsh, J. B.**, Peterson, J. B., Shore, B., & Pihl, R. O. (2009, August). The benefits of personal goal setting for academically struggling university students. Presented at the 117th Convention of the American Psychological Association, Toronto, ON, Canada.

15. **Hirsh, J. B.**, DeYoung, C. G., Xu, X., & Peterson, J. B. (2009, July). Bleeding Heart Liberals and Conscientious Conservatives: Personality and Political Ideology. Presented at the 1st Annual Convention of the Association for Research in Personality, Evanston, IL, US.

16. **Hirsh, J. B.**, & Inzlicht, M. (2009, June). GPA and the brain: Electrophysiology predicts academic performance. Presented at the 4th Annual Joint York/UofT Social Personality Abnormal Conference, Toronto, ON, Canada.

17. **Hirsh, J. B.**, Guindon, A., Morisano, D., & Peterson, J. B. (2009, May). Positive mood facilitates extraverted impulsivity. Presented at the 21st Annual Convention of the Association for Psychological Science, San Francisco, CA, USA.

18. Inzlicht, M., McGregor, I., & **Hirsh, J. B.** (2009, May). Belief in God predicts lower anterior cingulate cortex activity. Presented at the 21st Annual Convention of the Association for Psychological Science, San Francisco, CA, USA.

19. Inzlicht, M., McGregor, I., **Hirsh, J. B.**, & Nash, K. (2009, February). Neural markers for religious conviction: Belief in God predicts lower anterior cingulate activity. Presented at the 10th Convention of the Society for Personality and Social Psychology, Tampa, FL, USA.

20. **Hirsh, J. B.**, & Inzlicht, M. (2009, February). Neuroticism predicts neural response to uncertainty. Presented at the 10th Annual Convention of the Society for Personality and Social Psychology, Tampa, FL, USA.

21. Peterson, J. B., & **Hirsh, J. B.** (2009, February). Personality and language use in self-narratives. Presented at the 10th Annual Convention of the Society for Personality and Social Psychology, Tampa, FL, USA.

22. Inzlicht, M., McGregor, I., **Hirsh, J. B.**, & Nash, K. (2008, October). Belief in God predicts lower anterior cingulate activity in a decision-making task. Presented at the 48th Annual Convention of the Society for Psychophysiological Research, Austin, TX, USA.

23. **Hirsh, J. B.**, & Peterson, J. B. (2008, June). Verbal intelligence predicts self-presentation ability in a dating simulation. Presented at the 69th Annual Convention of the Canadian Psychological Association, Halifax, NS, Canada.

24. **Hirsh, J. B.**, DeYoung, C. G., & Peterson, J. B. (2008, May). Big Five personality meta-traits differentially predict behavioral activation and inhibition. Presented at the 20th Annual Convention of the Association for Psychological Science, Chicago, IL, USA.

25. Morisano, D., Peterson, J. B., **Hirsh, J. B.**, Pihl, R. O., & Shore, B. M. (2008, May). Goal setting in university students: Effects on achievement, executive functioning, and mood. Presented at the 20th Annual Convention of the Association for Psychological Science, Chicago, IL, USA.

26. **Hirsh, J. B.**, & Inzlicht, M. (2008, April). Neuroticism predicts neural response to uncertainty. Presented at the 15th Annual Convention of the Cognitive Neuroscience Society, San Francisco, CA, USA.

27. **Hirsh, J. B.** (2008, April). The weight of being: Psychological perspectives on the existential moment. Presented at the 8th Toward a Science of Consciousness conference, Tucson, AZ, USA.

28. **Hirsh, J. B.**, Morisano, D., Guindon, A., & Peterson, J. B. (2008, February). Delay discounting: Associations with personality, cognitive ability, and emotion. Presented at the 9th Society for Personality and Social Psychology Convention, Albuquerque, NM, USA.

29. **Hirsh, J. B.**, & Dolderman, D. (2007, June). Consumerism and environmentalism: The role of agreeableness. Presented at the 68th Annual Convention of the Canadian Psychological Association, Ottawa, ON, Canada.

30. **Hirsh, J. B.** (2007, May). You can't fake this: Ipsative measures in performance prediction. Presented to the 2nd York/UofT Social Personality Abnormal Conference, Toronto, ON, Canada.

31. **Hirsh, J. B.**, & Peterson, J. B. (2007, May). Who's in control? Individual differences in post-error slowing. Presented at the 19th Annual Convention of the Association for Psychological Science, Washington, DC, USA.

32. **Hirsh, J. B.** (2007, January). Predicting creativity and academic success: Reducing biased responding on measures of personality. Presented at the 8th Annual Convention of the Society for Personality and Social Psychology, Memphis, TN, USA.

33. Mar, R. A., Oatley, K., **Hirsh, J. B.**, dela Paz, J., & Peterson, J. B. (2005, January). Bookworms versus nerds: The social abilities of fiction and non-fiction readers. Presented at the 6th Annual Convention of the Society for Personality and Social Psychology, New Orleans, LA, USA.

TEACHING EXPERIENCE

Undergraduate:

- Human Resource Management (RSM361)
- Managerial Negotiations (RSM461)

Graduate:

- Managing Sustainable Organizations (SSM1060)
- Quantitative Methods in the Applied Behavioral Sciences (RSM3090)

- *2014 Excellence in Teaching Award* from Rotman School of Management
- *2013 Excellence in Teaching Award* from Rotman School of Management
- *2012 Excellence in Teaching Award* from Rotman School of Management

PROFESSIONAL AFFILIATIONS

Academy of Management
Association for Psychological Science
Association for Research in Personality
Behavioral and Brain Sciences
Society for Industrial and Organizational Psychology
Society for Personality and Social Psychology

Editorial Service:

Associate Editor, Frontiers in Personality and Social Psychology (2014-Present)

Ad-Hoc Reviewer:

Academy of Management Review
American Journal of Political Science
Analyses of Social Issues and Public Policy
Anxiety, Stress, & Coping
Assessment
Biological Psychology
British Journal of Psychology
Cerebral Cortex
Cognition & Emotion
Communication Monographs
Developmental Psychology
Ecopsychology
Emotion
Environment & Behavior
European Journal of Personality
Int. Journal of Behavioral Development
Int. Journal of Psychophysiology
Journal of Applied Social Psychology
Journal of Behavioral Decision Making
Journal of Consumer Policy
Journal of Environmental Psychology
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Individual Differences
Journal of Managerial Psychology
Journal of Personality
Journal of Personality and Social Psychology
Journal of Research in Personality
Motivation and Emotion
NeuroImage
Personality and Individual Differences
Personality and Social Psychology Bulletin
PLoS One
Political Behavior
Proc. of the National Academy of Sciences
Psychological Science
Psychophysiology
Social Psychological and Personality Science
Social Sciences and Humanities Research Council (SSHRC)

SELECTED MEDIA COVERAGE

Globe & Mail (August, 2014). Group gatherings inflame passions.
Business Standard (July, 2014). Watching events together produces stronger emotions.
UofT Magazine (August, 2013). Leaning left.
The Ecologist (March, 2013). How meditation makes us much nicer people.
Psychology Today (March, 2013). Why meditation makes you more politically liberal.
Psychology Today (July, 2012). Persuasion is local.
Huffington Post (June, 2012). Are conservatives more religious and liberals more spiritual?
Financial Times (May, 2012). Something for the weekend.
Businessweek (May, 2012). Selling cell phones to neurotics
The Wall Street Journal (June, 2011). Why trolls behave the way they do.
The Wall Street Journal (March, 2011). Making kids work on goals.
The Wall Street Journal (December, 2010). The science behind blowing your bonus.
Live Science (December, 2010). Extroverts prefer immediate gratification.
Management Issues (December, 2010). Spend or save?
New York Times (June, 2010). Linking personality to brain structure.
Science Daily (June, 2010). Brain structure corresponds to personality.
BusinessWeek (June, 2010). Scientists link personality, size of brain regions.
CNN (June, 2010). Personality shows up in brain structure.
UofT Magazine (May, 2010). The polite party.
Ottawa Citizen (May, 2010). Political leanings linked to personality traits, study finds.
National Post (May, 2010). Conservatives, liberals have different traits, research finds.
Psychology Today (November, 2009). Do you grab life by the horns or sit on the sidelines?
Science Daily (September, 2009). Undergrad performance linked to neural signals.
CBC News (April, 2009). Anxiety: It's a natural thing, but can reach levels that require help.
The Toronto Star (March, 2009). Stressed out? Have a little faith.
The Atlantic Monthly (March, 2009). The fundamentalist psyche.
New York Times (January, 2009). Coping skills and horrible imaginings.
USA Today (December, 2008). Can your personality help you weather tough economy?
New York Times (November, 2008). Bad news can be better than nothing.
CBS News (November, 2008). Uncertainty is powerful stress producer.
Toronto Star (October, 2008). Personality test can't be fooled.
Globe & Mail (October, 2008). Can't fake this test. Separating the wheat from the cheats.
Canadian HR Reporter (October, 2008). A recruiter's dream: Fake-proof personality test.

Television & Radio:
HitRecord on TV (January, 2014). Re: Fantasy.
CBC Radio (July, 2013). *Think About It*: Decisions and the brain.
WAMC Radio (May, 2013). Spirituality and political ideology.
CBC Radio (October, 2012). *Ideas* Documentary on "Imagination".
WAMC Radio (July, 2012). Personality-targeted advertisements.
The Agenda (May, 2010). Temperament and ideology.
CTV Canada AM (October, 2008). Fake-proof personality testing.
CTV Newsnet (October, 2008). Personality and performance.
CBC News Toronto (October, 2008). New personality test.
Global National News (October, 2008). Unfakeable personality test.