

PAULA M. BROCHU, PH.D.
Curriculum Vitae

Nova Southeastern University • College of Psychology
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ACADEMIC APPOINTMENTS

Nova Southeastern University

Assistant Professor, College of Psychology 2013-present

Yale University

Postdoctoral Fellow, Department of Psychology 2011-2013
Mentor: John Dovidio, Ph.D.

EDUCATION

University of Western Ontario

Ph.D. in Psychology 2011
M.Sc. in Psychology 2007
Area of Study: Social Psychology
Advisor: Victoria Esses, Ph.D.

University of Saskatchewan

B.A. Honors in Psychology 2005
Supervisor: Melanie Morrison, Ph.D.

PUBLICATIONS (*denotes student)

Brochu, P. M., & Dovidio, J. F. (2014). Would you like fries (380 calories) with that? Menu labeling mitigates the impact of weight-based stereotype threat on food choice. *Social Psychological and Personality Science*, 5, 414-421. doi:10.1177/1948550613499941

Brochu, P. M., Pearl, R. L., Puhl, R. M., & Brownell, K. D. (2014). Do media portrayals of obesity influence support for weight-related medical policy? *Health Psychology*, 33, 197-200. doi:10.1037/a0032592

Brochu, P. M. (2013). Conceptualizing contradictory claims in the contested field of fat. *Sex Roles*, 69, 661-663. doi:10.1007/s11199-013-0323-y

Esses, V. M., **Brochu, P. M.**, & Dickson, K. R. (2012). Economic costs, economic benefits, and attitudes toward immigrants and immigration. *Analyses of Social Issues and Public Policy*, 12, 133-137. doi:10.1111/j.1530-2415.2011.01269.x

Gawronski, B., **Brochu, P. M.**, Sritharan, R., & Strack, F. (2012). Cognitive consistency in prejudice-related belief systems: Integrating old-fashioned, modern, aversive, and implicit forms of prejudice. In B. Gawronski & F. Strack (Eds.), *Cognitive consistency: A fundamental principle in social cognition* (pp. 369-389). New York: Guilford Press.

- Brochu, P. M.** (2011). Prince Edward Island settlement strategy: A summary. In J. Biles, M. Burstein, J. Frideres, E. Tolley & R. Vineberg (Eds.), *Integration and inclusion of newcomers and minorities across Canada* (pp. 373-379). Montreal, QC and Kingston, ON: Queen's Policy Study Series, McGill-Queen's University Press.
- Brochu, P. M.,** & Esses, V. M. (2011). What's in a name? The effects of the labels "fat" versus "overweight" on weight bias. *Journal of Applied Social Psychology, 41*, 1981-2008. doi:10.1111/j.1559-1816.2011.00786.x
- Brochu, P. M.,** Gawronski, B., & Esses, V. M. (2011). The integrative prejudice framework and different forms of weight prejudice: An analysis and expansion. *Group Processes & Intergroup Relations, 14*, 429-444. doi:10.1177/1368430210396520
- Brochu, P. M.,** & Esses, V. M. (2009). Weight prejudice and medical policy: Support for an ambiguously discriminatory policy is influenced by prejudice-colored glasses. *Analyses of Social Issues and Public Policy, 9*, 117-133. doi:10.1111/j.1530-2415.2009.01175.x
- Brochu, P. M.,** Gawronski, B., & Esses, V. M. (2008). Cognitive consistency and the relation between implicit and explicit prejudice: Reconceptualizing old-fashioned, modern, and aversive forms of prejudice. In M. A. Morrison & T. G. Morrison (Eds.), *The psychology of modern prejudice* (pp. 27-50). Hauppauge, NY: Nova Science Publishers.
- Gawronski, B., Peters, K. R., **Brochu, P. M.,** & Strack, F. (2008). Understanding the relations between different forms of racial prejudice: A cognitive consistency perspective. *Personality and Social Psychology Bulletin, 34*, 648-665. doi:10.1177/0146167207313729
- Brochu, P. M.,** & Morrison, M. A. (2007). Implicit and explicit prejudice toward overweight and average-weight men and women: Testing their correspondence and relation to behavioral intentions. *The Journal of Social Psychology, 147*, 681-706. doi:10.3200/SOCP.147.6.681-706
- Abu-Ayyash, C., & **Brochu, P.** (2006). The uniqueness of the immigrant experience across Canada: A closer look at the region of Waterloo. *Our Diverse Cities, 2*, 20-26.
- Brochu, P.,** & Abu-Ayyash, C. (2006). Barriers and strategies for the recruitment and retention of immigrants in London, Ontario. *Our Diverse Cities, 2*, 27-30.

MANUSCRIPT UNDER REVIEW

- Logel, C., Stinson, D. A., & **Brochu, P. M.** (2015). *Weight loss is not the answer: A well-being solution to the "obesity problem."*

MANUSCRIPTS IN PREPARATION

- Brochu, P. M.,** Banfield, J. C., & Dovidio, J. F. (2015). *Does a common ingroup identity reduce weight bias? Only when weight discrimination is salient.*
- Brochu, P. M.,** Esses, V. M., Maio, G. R., & Dovidio, J. F. (2015). *Last hired, first fired: Discrimination against overweight people is greater than discrimination against nine other stigmatized groups.*
- Brochu, P. M.,** Garcia, D. M., *Smith, H. J., & Esses, V. M. (2015). *Ironic effects of ambiguous weight stigmatization on women's eating behavior.*
- *Slimowicz, J., Siev, J., & **Brochu, P. M.** (2015). *The impact of status-based rejection sensitivity on the psychological functioning of gay men.*

CHAired SYMPOSIA AND DISCUSSANT

- *Dunaev, J., & **Brochu, P. M.** (2015, March). *Understanding and reducing weight bias: Mechanisms and methods*. Symposium chaired at the Annual Meeting of the Eastern Psychological Association, Philadelphia, PA.
- Brochu, P. M.** (2013, March). *The consequences of weight stigma on food preferences and behavior*. Symposium chaired at the Annual Meeting of the Eastern Psychological Association, New York, NY.
- Brochu, P. M.**, & Mescher, K. (2012, June). *Understanding weight bias: A powerful and pervasive stigma*. Symposium chaired at the 9th Biennial Convention for the Society for the Psychological Study of Social Issues, Charlotte, NC.
- Brochu, P. M.** (2012, May). *Weight bias: Evidence across multiple domains and comparison with other stigmatized groups*. Symposium discussant at the 24th Annual Meeting of the Association for Psychological Science, Chicago, IL.
- Brochu, P. M.** (2008, June). *Contemporary issues in the psychology of modern prejudice*. Symposium chaired at the 69th Canadian Psychological Association Annual Convention, Halifax, NS.

CONFERENCE PRESENTATIONS

- Brochu, P. M.**, & Jones, J. M. (2015, September). *Weight satisfaction buffers the negative consequences of stigma*. Paper to be presented at the 3rd International Weight Stigma Conference, Reykjavik, Iceland.
- Brochu, P. M.**, Banfield, J. C., & Dovidio, J. F. (2015, March). *Does a common ingroup identity reduce weight bias?* Paper presented at the Annual Meeting of the Eastern Psychological Association, Philadelphia, PA.
- *Dunaev, J., Markey, C., & **Brochu, P. M.** (2015, March). *Imagine that!: Counter-stereotypical mental imagery as a method for weight bias reduction*. Paper presented at the Annual Meeting of the Eastern Psychological Association, Philadelphia, PA.
- Brochu, P. M.**, & Jones, J. M. (2014, June). *Shopping while fat: Does group identity buffer against stigmatizing experiences?* Paper presented at the 10th Biennial Convention of the Society for the Psychological Study of Social Issues, Portland, OR.
- Brochu, P. M.**, & Dovidio, J. F. (2013, March). *Would you like fries (380 calories) with that? The interactive influence of weight stigma threat and menu-labeling on food choice*. Paper presented at the Annual Meeting of the Eastern Psychological Association, New York, NY.
- Brochu, P. M.**, Dovidio, J. F., Esses, V. M., & Maio, G. R. (2013, January). *Expanding diversity science by examining weight bias*. Paper presented at the Group Processes and Intergroup Relations preconference at the 14th Annual Meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Brochu, P. M.**, Esses, V. M., Maio, G. R., & Dovidio, J. F. (2012, June). *A comparative analysis of the degree of bias*. Paper presented at the 9th Biennial Convention for the Society for the Psychological Study of Social Issues, Charlotte, NC.
- Brochu, P. M.**, Esses, V. M., Maio, G. R., & Dovidio, J. F. (2012, May). *Weight bias: The last acceptable form of discrimination?* Paper presented at the 24th Annual Meeting of the Association for Psychological Science, Chicago, IL.

- Brochu, P. M.**, Esses, V. M., & Maio, G. R. (2010, June). *The power of justification: Systematic discrimination in forced-choice employment decisions*. Paper presented at the 8th Biennial Convention for the Society for the Psychological Study of Social Issues, New Orleans, LA.
- Brochu, P. M.**, Gawronski, B., Peters, K. R., Strack, F., & Esses, V. M. (2009, June). *Cognitive consistency and the relation between different forms of prejudice: A review of the integrative prejudice framework*. Paper presented at the European Association of Social Psychology Small Group Meeting on “Cognitive Consistency as an Integrative Concept in Social Cognition”, Wertheim, Germany.
- Brochu, P. M.**, Esses, V. M., & Gawronski, B. (2008, June). *Understanding the relations between different forms of weight prejudice: The interplay of implicit evaluations, nonprejudicial goals, and perceived discrimination*. Paper presented at the 69th Canadian Psychological Association Annual Convention, Halifax, NS. (**CPA Brendan Gail Rule Award Finalist; CPA Student Travel Award**)
- Brochu, P. M.**, Esses, V. M., & Gawronski, B. (2008, May). *Understanding different forms of weight prejudice from the integrative prejudice framework*. Paper presented at the University of Waterloo-University of Western Ontario Social Psychology Conference, London, ON.
- Brochu, P. M.**, Esses, V. M., & Gawronski, B. (2007, May). *Cognitive consistency in prejudice against the overweight: The interplay of implicit evaluations, egalitarian goals, and perceived discrimination*. Paper presented at the 79th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

SELECTED POSTER PRESENTATIONS

- *Dunaev, J., Markey, C., & **Brochu, P. M.** (2015, May). *Big, bold, and beautiful?: Mixed effectiveness of counter-stereotypical representations of obese persons in the reduction of weight bias*. Poster presented at the 27th Annual Meeting of the Association for Psychological Science, New York City, NY.
- *Dunaev, J., Markey, C., & **Brochu, P. M.** (2015, February). *Counter-stereotypical media images and weight bias reduction*. Poster presented at the 16th Annual Meeting of the Society for Personality and Social Psychology, Long Beach, CA.
- Brochu, P. M.**, Banfield, J. C., & Dovidio, J. F. (2014, February). *A common ingroup identity increases perceptions of weight discrimination in ambiguous situations*. Poster presented at the 15th Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.
- Brochu, P. M.**, & Dovidio, J. F. (2013, May). *Would you like fries (380 calories) with that? The interactive influence of weight stigma threat and menu-labeling on food choice*. Poster presented at the 3rd Canadian Obesity Summit, Vancouver, BC.
- Brochu, P. M.**, Dickson, K. R., & Esses, V. M. (2012, January). *Prejudice expression and confrontation: Are all negative attitudes toward social groups perceived as prejudice?* Poster presented at the 13th Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA.
- *Kim, J., **Brochu, P. M.**, & Esses, V. M. (2011, May). *The interactive influence of weight and health information on immigrant admissibility decisions*. Poster presented at the 23rd Annual Meeting of the Association for Psychological Science, Washington, DC.

- Brochu, P. M.**, Esses, V. M., & Maio, G. R. (2011, January). *Discrimination is not dead: Systematic discrimination in forced choice employment decisions*. Poster presented at the 12th Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX. (**SPSP Student Travel Award**)
- *Shi, X., **Brochu, P. M.**, & Esses, V. M. (2010, June). *Who would go first? Understanding employment termination decisions from the aversive racism framework*. Poster presented at the 71st Canadian Psychological Association Annual Convention, Winnipeg, MB.
- Brochu, P. M.**, Garcia, D. M., *Smith, H. J., & Esses, V. M. (2010, January). *When intentions fail: Ambiguous exclusion increases stigma-reinforcing eating behaviors among women with weight concerns*. Poster presented at the 11th Annual Meeting of the Society for Personality and Social Psychology, Las Vegas, NV.
- *Smith, H. J., Garcia, D. M., **Brochu, P. M.**, & Esses, V. M. (2009, June). *The ironic effects of ambiguous weight discrimination on eating behaviors in weight conscious individuals*. Poster presented at the 70th Canadian Psychological Association Annual Convention, Montreal, QC.
- Brochu, P. M.**, Esses, V. M., & Maio, G. R. (2009, May). *Between a rock and a hard place: The justification of prejudice*. Poster presented at the 21st Annual Convention of the Association for Psychological Science, San Francisco, CA.
- Brochu, P. M.**, & Esses, V. M. (2008, June). *Prejudice predicts the interpretation of ambiguously discriminatory medical policy*. Poster presented at the 7th Biennial Convention for the Society for the Psychological Study of Social Issues, Chicago, IL. (**SPSSI Graduate Student Travel Award**)
- Brochu, P. M.**, & Esses, V. M. (2007, August). *Old-fashioned and modern weight prejudice: Scale development and validation*. Poster presented at the 115th American Psychological Association Annual Convention, San Francisco, CA. (**APA Student Travel Award**)

FELLOWSHIPS, HONORS, AND AWARDS

SSHRC Postdoctoral Fellowship Award \$81,000	2011-2013
Dean's Honor Roll of Teaching Excellence, King's University College at the University of Western Ontario	2011
SPSP Student Travel Award	2011
SSHRC Joseph-Armand Bombardier Canada Graduate Scholarship \$105,000	2008-2011
Leola E. Neal Award, University of Western Ontario (most outstanding Master's thesis in psychology)	2008
CPA Brendan Gail Rule Award Finalist (best graduate student conference presentation in social-personality psychology)	2008
CPA Student Travel Award	2008
SPSSI Graduate Student Travel Award	2008
Graduate Thesis Research Fund, University of Western Ontario	2007
APA Student Travel Award	2007
Ontario Graduate Scholarship \$30,000	2006-2008
SSHRC Joseph-Armand Bombardier Canada Graduate Scholarship \$17,500	2005-2006
Ontario Graduate Scholarship (declined) \$15,000	2005
CPA Certificate of Academic Excellence (outstanding Honors thesis)	2005

Copland Prize in the Social Sciences, University of Saskatchewan (most distinguished undergraduate)	2005
Gordon A. McMurray Prize in Psychology, University of Saskatchewan (most outstanding undergraduate)	2005
Outstanding Academic Achievement in Psychology, St. Thomas More College, University of Saskatchewan	2005

TEACHING EXPERIENCE

Course Instructor

<i>Nova Southeastern University</i>	
Social Aspects of Behavior (graduate)	2013-present
Social Psychology (online; graduate)	2014-present
<i>University of Western Ontario</i>	
Introduction to Social Psychology (online)	2011
Psychology of Prosocial and Antisocial Behavior	2008
<i>King's University College at the University of Western Ontario</i>	
Psychology and Diversity (Dean's Honor Roll of Teaching Excellence)	2010

Lab Instructor

<i>University of Western Ontario</i>	
Introduction to Social Psychology	2005-2007

Teaching Assistant

<i>University of Western Ontario</i>	
Introduction to Social Psychology (online)	2006-2011
Introduction to Psychology	2006-2007
Psychology of Prosocial and Antisocial Behavior	2006
<i>King's University College at the University of Western Ontario</i>	
Psychology and Diversity	2010
Introduction to Psychology	2009-2010
Abnormal Psychology	2009-2010
<i>University of Saskatchewan</i>	
Introduction to Psychology	2004-2005

Guest Lecturer

<i>Yale University</i>	
Psychosocial Epidemiology: Weight Stigma and Obesity	2013
<i>University of Western Ontario</i>	
Introduction to Psychology: Personality	2010
<i>King's University College at the University of Western Ontario</i>	
Psychology and Diversity: Weightism	2010

SERVICE

Nova Southeastern University

IRB Center Alternate Representative	2015
Faculty Advisor for Eating Disorders Awareness Association	2014-present
Psy.D. Directed Studies Committee Chair	2014-present

Psi Chi Induction Ceremony Keynote Speaker	2014
Psy.D. Directed Studies Committee Member	2013-present
Social Psychology Coordinator on Psy.D. Accreditation Committee	2013-2014
Yale University	
Psychology Postdoc Information Panelist	2011-2012
Independent Studies Supervisor	2011
University of Western Ontario	
Honors Thesis Supervisor and Second Reader	2007-2011
Social Psychology Journal Club Coordinator	2009-2010
Psychology Councilor in Society of Graduate Students	2006-2010
Social Psychology Ph.D. Student Representative	2008-2009
Mass Testing Coordinator	2005-2008
Profession	
Editorial Board Member for <i>Sage Open</i>	2015
Dissertation Committee Member, Rutgers University-Camden	2014-present
APA Accreditation Doctoral Site Visitor	2014-present
APA-SPSP Convention Abstract Reviewer	2014-present
Review Editor for <i>Frontiers in Eating Behavior</i>	2013-present
SPSP Student Poster Award Reviewer	2013-present
APA-SPSSI Convention Abstract Reviewer	2012-present
CPA Convention Abstract Reviewer	2009-2012
Ad Hoc Reviewer:	2009-present
<i>American Journal of Public Health, Analyses of Social Issues and Public Policy, Australian Journal of Psychology, Basic and Applied Social Psychology, BMC Public Health, Body Image, Canadian Journal of Behavioural Science, Eating and Weight Disorders, European Journal of Social Psychology, Health Communication, Health Psychology, International Journal of Intercultural Relations, International Journal of Obesity, JAMA Pediatrics, Journal of Adolescent Health, Journal of Applied Social Psychology, Journal of Behavioral Medicine, Journal of Contextual Behavioral Science, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Health Psychology, Journal of Social Issues, Kennedy Institute of Ethics Journal, Maternal and Child Health Journal, Obesity, Obesity Facts, Personality and Individual Differences, PLoS One, Social Behavior and Personality, Social Cognition, Social Psychological and Personality Science, Social Psychology, Social Psychology Quarterly, Stigma and Health, Translational Issues in Psychological Science</i>	

PROFESSIONAL AFFILIATIONS

American Psychological Association (APA)
 Association for Psychological Science (APS)
 Canadian Obesity Network (CON)
 Canadian Psychological Association (CPA)
 Eastern Psychological Association (EPA)
 Society for Personality and Social Psychology (SPSP)
 Society for the Psychological Study of Social Issues (SPSSI)
 Society of Southeastern Social Psychologists (SSSP)