SOYON RIM

William Paterson University
Department of Psychology
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EMPLOYMENT

Associate Professor, Department of Psychology
William Paterson University, September 2018

Assistant Professor, Department of Psychology
William Paterson University, September 2013

Postdoctoral Research Fellow, Harvard Decision Science Laboratory
Harvard University, Kennedy School of Government, July 2011 – July 2013

EDUCATION

2011 Ph.D., Social Psychology, Department of Psychology, New York University
2004 B.A., College of Arts and Sciences, New York University

RESEARCH INTERESTS

Social psychology
Interpersonal closeness
Psychological distance
Abstraction and Levels of representation
Motivation and Self control
First impressions

PUBLICATIONS

*Indicates co-first authorship

Rim, **S**., Min, L., Liu, P. J., & Min, K. E. (invited revision). The Surprise of Reaching Out: Appreciated more than we think. *Journal of Personality and Social Psychology*.

*Amit, E., ***Rim, S.**, Halbeisen, G., Cohen-Priva, U., Stephan, E., Trope, Y. (2019). Distance-dependent memory for pictures and words. *Journal of Memory and Language*.

Rim, S., Min, K. E., Liu, P. J., Chartrand, T. L., Trope, Y. (2019). The gift of psychological closeness: How feasible versus desirable gifts reduce psychological distance to the giver. *Personality and Social Psychology Bulletin*.

Sklar, A., **Rim, S**., & Fujita, K. (2017). Inhibitory and initiatory self-control. In D. T. D. de Ridder, M. A. Adriaanse, K. Fujita (Eds.), *Handbook of Self-Control in Health and Wellbeing*.

Rim, S., Amit, E., Fujita, K., Trope, Y, Halbeisen, G., & Algom, D. (2015). How words transcend and pictures immerse: The association between medium and level of construal. *Social Psychological and Personality Science*, *6*, 123-130.

Rim, S., & Summerville, A. (2014). How far to the road not taken?: The effect of psychological distance and counterfactual direction. *Personality and Social Psychology Bulletin*, *40*, 391-401.

Rim, S., Min, E. K., Uleman, J. S., Chartrand, T. L., & Carlston, D. E. (2013). Seeing others through rose-colored glasses: An affiliation goal and positivity bias in implicit trait impressions. *Journal of Experimental Social Psychology*, 49, 1204 – 1209.

Hansen, J., **Rim**, S., & Fiedler, K. (2013). Psychological distance and judgments of causal impact. *Journal of Experimental Social Psychology*, 49, 1184 – 1189.

Rim, S., Hansen, J., & Trope, Y. (2013). What happens why? Psychological distance and focusing on causes versus consequences of events. *Journal of Personality and Social Psychology*, *104*, 457-472.

Rim, S., Trope, Y., Liberman, N., & Shapira, O. (2013). The highs and lows of mental representation: A construal level perspective on the structure of knowledge. In D. E. Carlston (Ed.), *Handbook of Social Cognition*, New York, NY: Oxford University Press.

*Saribay, S. A., ***Rim, S.**, & Uleman, J. S. (2012). Culture, self-construals, and their effects on stages of impression formation, *Special Issue on "Culture as Process" in Social Psychology*, *43*, 196-204.

Shapira, O., Liberman, N., Trope, Y., & **Rim, S.** (2012). Levels of mental construal: Separating the primary from the secondary. In S. T. Fiske & C. N. Macrae (Eds.), *Sage Handbook of Social Cognition*. New York, NY: Sage Publications.

Uleman, J. S., **Rim, S.**, Saribay, S. A., & Kressel, L. M. (2012). Controversies, Questions, and Prospects for Spontaneous Social Inferences. *Social and Personality Psychology Compass*, *6*, 657-673.

Liberman, N., Trope, Y., & **Rim, S.** (2011). Prediction: A construal-level theory perspective. In M. Bar (Ed.), *Predictions in the Brain: Using Our Past to Generate a Future*, New York, NY: Oxford University Press.

Uleman, J. S., Kressel, L. M., & **Rim, S.** (2011). Spontaneous trait inferences provide some of the intuitive beliefs on which proper reasoning depends. A commentary on Mercier & Sperber's "Why do humans reason? Arguments for an argumentative theory. *Behavioral and Brain Sciences*, *34*, 57-111.

Rim, S., Uleman, J. S., Trope, Y. (2009). Spontaneous Trait Inference and Construal Level Theory: Psychological distance increases nonconscious trait thinking. *Journal of Experimental Social Psychology*, *45*, 1088-1097.

HONORS AND AWARDS

2019	William Paterson University, College of Humanities and Social Sciences Award for Teaching Excellence
2017-2019	Assigned Release Time (ART) for Research, William Paterson University
2014-2016	Assigned Release Time (ART) for Research, William Paterson University
2017	Summer Research Stipend, William Paterson University
2016	Summer Research Stipend, William Paterson University
2011	Douglas and Katherine Fryer Thesis Fellowship in Psychology, New York University
2006	Conference Travel Grant, New York University
2005-2010	MacCracken Fellowship, Graduate School of Arts and Sciences, New York University

INVITED TALKS

Rim, S. (February, 2019). The gift of psychological closeness: How feasible versus desirable gifts reduce psychological distance to the giver. Invited talk for the Department of Psychology, Rutgers University, Piscataway, NJ.

Rim, S. (May, 2018). The gift of psychological closeness: How feasible versus desirable gifts reduce psychological distance to the giver. Invited talk for the Psychology Department Trope Lab, New York University, New York, NY.

Rim, S. (February, 2016). Psychological distance and causal thinking: Understanding the relationship and downstream effects. Invited colloquium for Basic & Applied Social Psychology (BASP), City University of New York Graduate Center, New York, NY.

Rim, S., Hansen, J., & Trope, Y. (March, 2013). What happens why? Psychological distance and focusing on causes versus consequences of events. Invited talk for the Psychology Department Seminar Series, Harvard University, Cambridge, MA.

Rim, S., Hansen, J., & Trope, Y. (November, 2012). What happens why? Psychological distance and focusing on causes versus consequences of events. Invited talk for the Whitman School of Management, Marketing Area, Syracuse University, Syracuse, NY.

PROFESSIONAL PRESENTATIONS

Rim, S. (October, 2018). The gift of psychological closeness: How feasible versus desirable gifts reduce psychological distance to the giver. Paper presented at *Person Memory Interest Group*, Union, Washington.

Bae, D. K., Rim, S., Amit, E., Halbeisen, G., & Trope, Y. (March, 2018). Social distance and memory for pictures versus words. Poster presented at the *Annual Conference of the Eastern Psychological Association*, Philadelphia, PA.

Holle, C., Makarec, K., Obrecht, N., Learmonth, A., Rim, S., Ma, P. W., Heinzen, T., & Gordon, T. (March, 2016). Student retention: An examination of a brief intervention. Poster presented at the *Annual Conference of the Eastern Psychological Association*, New York, NY.

Rim, S., Amit, E., Fujita, K., Trope, Y.,Halbeisen, G., Algom, D., Garner, J., & Heitmuller, C. (May, 2015). How words transcend and pictures immerse: On the association between medium and level of construal. Poster presented at the 27th Annual Conference of the *Association for Psychological Science*, New York, NY.

Rim, S., Hansen, J., & Trope, Y. Prevention or Cure?: Psychological distance and regulation of causes and effects. Data blitz presented at the Self-Regulation Preconference of the 14th Annual Conference of the *Society for Personality and Social Psychology*, New Orleans, LA.

Rim, S., & Uleman, J. S. (2012). Focus, Activate, and Bind (FAB): A three stage model of spontaneous trait inference. Poster presented at the 14th Annual Conference of the *Society for Personality and Social Psychology*, New Orleans, LA.

Lerner, J. S., Rim, S., & Maclay, A. (2012). Angry Men versus Angry Women: Sex differences in the effect of incidental anger on financial risk-taking. Poster presented at the 14th Annual Conference of the *Society for Personality and Social Psychology*, New Orleans, LA.

Rim, S., Hansen, J., & Trope, Y. (2012). What Happens Why? Psychological distance and focusing on causes versus consequences of events. Paper presented at the Construal Level Theory Mini-Conference, San Diego, CA.

Rim, S., Saribay, S. A., & Uleman, J. S. (2012). Dissociable effect of self-esteem threat on intentional and unintentional stereotyping of others**.** Poster presented at the 13th Annual Conference of the *Society for Personality and Social Psychology*, San Diego, CA.

Rim, S., Hansen, J., & Trope, Y. (2011). What Happens Why? Psychological distance and focusing on causes versus consequences of events. Paper presented at *Person Memory Interest Group*, Montross, VA.

Saribay, S. A., Rim, S., Kuhnen, U., & Uleman, J. S. (2011). *Culture, self-construals, and their effects on stages of impression formation.* Paper presented at the Self and Identity Preconference of the 16th Annual Meeting of the *European Association for Social Psychology*, Stockholm, Sweden.

Uleman, J. S., Rim, S., Min, E. K., Chartrand, T. L., Carlston, D. E. (2011). *How non-conscious affiliation goals affect the two stages of spontaneous impression formation.* Paper presented at the 16th Annual Meeting of the *European Association for Social Psychology*, Stockholm, Sweden.

Rim, S., Min, E. K., Uleman, J. S., Chartrand, T. L. (2011). *A functional analysis of spontaneous impression formation in nonconscious affiliation goals.* Paper presented at the 12th Annual Conference of the *Society for Personality and Social Psychology*, San Antonio, TX.

Rim, S., Uleman, J. S., & Trope, Y. (2010). *Spontaneous trait inference and construal level theory: Psychological distance affects nonconscious trait thinking.* Paper presented at the 11th Annual Conference of the *Society for Personality and Social Psychology*, Las Vegas, NV.

Rim, S., Min, E. K., Uleman, J. S., & Trope, Y. (2008). *Psychological distance affects implicit person judgments.* Poster presented at the Judgment and Decision-Making Preconference at the 9th Annual Conference of the *Society for Personality and Social Psychology*, Albuquerque, NM.

Rim, S., Uleman, J. S., Trope, Y. (2007). *Spatial distance affects implicit impressions of others.* Poster presented at the 19th Annual Conference of the *Association for Psychological Science*, Washington, D.C.

Uleman, J. S., Saribay, S. A., Rim, S., & Gorman, J. P. (May 2006). *Processing goals affect control over the influence of implicit impressions.* Poster presented at the 18th Annual Conference of the *Association for Psychological Science*, New York, NY.

Saribay, S. A., Uleman, J. S., Rim, S., & Gorman, J. P. (January 2006). *The imperviousness of behavior interpretations to vague suspicions.* Poster presented at the 7th Annual Conference of the *Society for Personality and Social Psychology*, Palm Springs, CA.

Rim, S., Saribay, S. A., & Uleman, J. S. (2004). *The effect of concurrent cognitive load at retrieval on spontaneous trait inferences.* Poster presented at the College of Arts and Sciences Undergraduate Research Conference, New York University, NY, NY.

TEACHING EXPERIENCE

William Paterson University (2013-present)

PSY 2030	Experimental Psychology II: Research Methods
CGSI 2000	Cognitive Science (honors)
PSY 2020	Social Psychology
PSY 4800	Seminar in Psychology
PSY 4650	Psychology Internship
PSY 4990	Independent Studies
PSY 4040	Research in Psychology

Harvard University

2012	*Emotional Influences on Decision-Making: Bias and Benefit* (graduate) Co-taught class session (decision-making)
2011, 2012	*Senior Executive Fellows Program* (Executive Education) Co-taught class sessions on leader decision-making
2011 – 2012	*Research Experience for Undergraduates Lab Practicum* Harvard Decision Science Laboratory

New York University

2011	Social Psychology, Adjunct instructor

SERVICE ACTIVITIES

Professional

2018 - 2021	Associate Editor, *Social and Personality Psychology Compass,* Interpersonal Processes
2017	Member, Dissertation Committee, PhD candidate: Yilin Wang, *University of California at Davis*
2016	Chair of selection panel for the Undergraduate Teaching and Mentoring Award, *Society for Personality and Social Psychology*
Ad-hoc Reviewer	Personality and Social Psychology Review Journal of Personality and Social Psychology Personality and Social Psychology Bulletin Journal of Experimental Social Psychology Emotion Asian Journal of Social Psychology British Journal of Social Psychology Israel Science Foundation European Journal of Social Psychology Self and Identity Social Psychology and Personality Science Social Cognition PLOS ONE Psychological Science Journal of Social Psychology Person-Centered and Experiential Psychotherapies
Affiliations	Society for Personality and Social Psychology Association for Psychological Science Eastern Psychological Association

William Paterson University

Department

- Retention and Tenure Committee (Member 2018-2019; **Chair** 2021)
- Assessment Committee (Member 2014 – 2019; **Chair** 2015-2017)
- Development Committee (Member Fall 2014 – 2019)
- Development Subcommittee on Retention (Member Spring 2014 – 2019)
- Search Committee (Winter 2015; Spring 2016; Fall 2016; Fall 2017)
- Academic advisor (Fall 2013 – 2019)
- Experiential Learning Committee (Fall 2017)

College

- Assessment Committee (Department representative, Fall 2015 – 2019)
- HSS Drop-In Advisement (Fall 2015, Spring 2016, Fall 2016)
- HSS Major/Minor Day (Department representative, Fall 2014, Fall 2015, Fall 2016)
- Dean's Ice Cream Social for new students (Fall 2014)

University

- UCC Faculty Senate Council (CoAHSS representative, Fall 2021)
- Research and Scholarship Council (CoHSS representative, Fall 2016 – 2019)
- ACE-NET Career Development Subcommittee (Member)
- Department representative to UCC Assessment Committee (Fall 2017)
- Library representative (Fall 2017)
- Writing Across the Curriculum (Summer 2013; Summer 2021)
- WP online program training (Summer 2021)
- Quality Assurance workshops for online teaching (Winter 2020, Summer 2021)