

# 包寒吴霜

## Dr. BAO Han-Wu-Shuang (Bruce)

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Updated: June 2024

### Academic Positions

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- 2024.6~**      *Assistant Professor*  
**East China Normal University**, School of Psychology and Cognitive Science  
华东师范大学 · 心理与认知科学学院 (助理教授/晨晖学者)
- 2022.9~2024.5**      *Research Associate*  
**The University of Manchester**, Manchester China Institute  
英国曼彻斯特大学 · 曼彻斯特中国研究院 (博士后研究员)

### Education

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- 2017~2022**      *Ph.D.* in Personality and Social Psychology  
**Chinese Academy of Sciences**, Institute of Psychology  
中国科学院 · 心理研究所 (理学博士)
- 2013~2017**      *B.Sc.* in Psychology  
**Beijing Normal University**, Faculty of Psychology  
北京师范大学 · 心理学部 (理学学士)

### Research Interests

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#### Computational Intelligent Social Psychology (计算智能社会心理学)

- Natural Language Processing (NLP) Methodology
  - AI/Large Language Models (LLM)
  - The Fill-Mask Association Test (FMAT)
  - Word Embeddings
- Social Cognition and Cultural Psychology
  - Propositional Semantic Representation
  - Stereotyping, Prejudice, and Discrimination
  - Sociocultural Change and Regional Variation
  - Chinese Names

## Publications

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\* Corresponding author

# Supervised students

### Journal Articles in English (7):

- Bao, H.-W.-S., & Gries, P.\*** (2024). Intersectional race–gender stereotypes in natural language. *British Journal of Social Psychology*. Advance online publication. [doi]  
(IF<sub>2022</sub> = 5.4, SSCI Q1)
- Bao, H.-W.-S.\*** (2024). The Fill-Mask Association Test (FMAT): Measuring propositions in natural language. *Journal of Personality and Social Psychology*. Advance online publication. [doi]  
(IF<sub>2022</sub> = 7.6, SSCI Q1 Top Journal)
- Bao, H.-W.-S., Cai, H.\*, & Jing, Y.** (2024). Understanding the rise of unique names: The emphasis on uniqueness matters. *Acta Psychologica Sinica (心理学报)*, 56(7), 954–963. [doi]  
(IF<sub>2022</sub> = 1.5, ESCI, CSSCI Top Journal) (Full text in English)
- Bao, H.-W.-S., Lu, H., & Luo, Y. L. L.\*** (2023). Do unique names fit people for creative work? Implications for job recruitment, name change, and product evaluation. *European Journal of Social Psychology*, 53(7), 1524–1541. [doi]  
(IF<sub>2022</sub> = 3.9, SSCI Q2)
- Bao, H.-W.-S., Cai, H.\*, & Huang, Z.** (2022). Discerning cultural shifts in China? Commentary on Hamamura et al. (2021). *American Psychologist*, 77(6), 786–788. [doi]  
(IF<sub>2022</sub> = 16.4, SSCI Q1)
- Bao, H.-W.-S., Cai, H.\*, Jing, Y., & Wang, J.** (2021). Novel evidence for the increasing prevalence of unique names in China: A reply to Ogiwara. *Frontiers in Psychology*, 12, Article 731244. [doi]  
(IF<sub>2022</sub> = 3.8, SSCI Q1)
- Shi, Y., Luo, Y. L. L.\*, Yang, Z., Liu, Y., & Bao, H.** (2018). Do narcissists enjoy visiting social networking sites? It depends on how adaptive they are. *Frontiers in Psychology*, 9, Article 1739. [doi]  
(IF<sub>2022</sub> = 3.8, SSCI Q1)

### Journal Articles in Chinese (8):

- Bao, H.-W.-S., Wang, Z., Cheng, X., Su, Z., Yang, Y., Zhang, G., Wang, B., & Cai, H.\*** (2023). Using word embeddings to investigate human psychology: Methods and applications. *Advances in Psychological Science*, 31(6), 887–904. [doi]  
[包寒吴霜, 王梓西, 程曦, 苏展, 杨盈, 张光耀, 王博, 蔡华俭\*. (2023). 基于词嵌入技术的心理学研究: 方法及应用. *心理科学进展*, 31(6), 887–904.] (CSSCI)  
(中国人民大学复印报刊资料《心理学》2023 年第 11 期全文转载)
- Bao, H.-W.-S., & Cai, H.\*** (2021). Psychological and behavioral effects of personal names in real world: Evidence and theories. *Advances in Psychological Science*, 29(6), 1067–1085. [doi]  
[包寒吴霜, 蔡华俭\*. (2021). 姓名对个体心理与行为的实际影响: 证据和理论. *心理科学进展*, 29(6), 1067–1085.] (CSSCI)  
(中国人民大学复印报刊资料《心理学》2021 年第 10 期全文转载)(入选哲学社会科学主文献)

- Bao, H.-W.-S., Cai, H., & Luo, Y.\*** (2019). Identity motives: Concept, measurement, and psychological effects. *Journal of Psychological Science*, 42(4), 971–977. [doi]  
[包寒吴霜, 蔡华俭, 罗宇\*. (2019). 身份认同动机: 概念、测量与心理效应. *心理科学*, 42(4), 971–977.] (CSSCI)
- Bao, H.-W.-S., Wu, S.\*, Zheng, H., Lu, H., Zheng, W., Dai, W., Lu, S., & Zhu, T.\*** (2018). Polluted self: A big-data analysis based on daily-level air pollution and individualism-collectivism on social media. *Community Psychology Research*, 6(2), 71–85.  
[包寒吴霜, 吴胜涛\*, 郑昊, 陆海蓉, 郑伟, 戴炜, 陆梭, 朱廷劭\*. (2018). 雾霾下的自我: 空气污染与个体主义-集体主义的大数据分析. *社区心理学研究*, 6(2), 71–85.] (CSSCI 集刊)
- Bao, H.-W.-S., Chen, J., Lin, J., & Liu, L.\*** (2016). Effects of name and gender on interpersonal attraction: Gender role evaluation as a mediator. *Chinese Journal of Clinical Psychology*, 24(4), 596–600. [doi]  
[包寒吴霜, 陈俊霖, 林俊利, 刘力\*. (2016). 名字与性别的人际吸引机制: 性别角色评价的中介作用. *中国临床心理学杂志*, 24(4), 596–600.] (CSSCI)
- Zhang, M., Yang, Y., **Bao, H.-W.-S., & Cai, H.\*** (2024). The positive ideal affect of Chinese people: Trends over the past decades. *Acta Psychologica Sinica*, 56(7), 847–858. [doi]  
[张明杨, 杨盈, 包寒吴霜, 蔡华俭\*. (2024). 中国人的积极理想情绪: 近几十年来的变迁. *心理学报*, 56(7), 847–858.] (CSSCI)
- Cai, H.\*, Zhang, M., **Bao, H.-W.-S., Zhu, H., Yang, Z., Cheng, X., Huang, Z., & Wang, Z.** (2023). Examining societal change from the perspective of psychology: Research design and analytic techniques. *Advances in Psychological Science*, 31(2), 159–172. [doi]  
[蔡华俭\*, 张明杨, 包寒吴霜, 朱慧珺, 杨紫嫣, 程曦, 黄梓航, 王梓西. (2023). 心理学视野下的社会变迁研究: 研究设计与分析方法. *心理科学进展*, 31(2), 159–172.] (CSSCI)
- Yang, Y., Zhu, H., Zhou, W., Zhang, M., Xie, Y., **Bao, H.-W.-S., Su, Z., Wang, X., Jing, Y., Yang, Z., & Cai, H.\*** (2020). The behavioral immune system: A multi-level reconsideration. *Advances in Psychological Science*, 28(11), 1865–1879. [doi]  
[杨盈, 朱慧珺, 周婉, 张明杨, 谢怡萍, 包寒吴霜, 苏展, 王潇欧, 敬一鸣, 杨紫嫣, 蔡华俭\*. (2020). 行为免疫系统理论及其研究: 新视野下的再考察. *心理科学进展*, 28(11), 1865–1879.] (CSSCI)

### **Newspaper Articles (1):**

- Bao, H.-W.-S., & Cai, H.\*** (2021, March 4). Improve the reliability of psychological research on names. *Chinese Social Sciences Today*. [link]  
[包寒吴霜, 蔡华俭\*. (2021-03-04). 提高姓名心理学研究的可靠程度. *中国社会科学报*, 2118.]

### **Conference Presentations (3):**

- Bao, H.-W.-S., & Cai, H.\*** (2020, December). *Chinese names are becoming more unique over time: New evidence and mechanisms*. Paper presented at the 2020 Annual Conference of the Social Psychology Branch of Chinese Psychological Society, Haikou, Hainan, China.  
[包寒吴霜, 蔡华俭\*. (2020). 中国人名字独特性的上升: 新证据和机制. 中国心理学会社会心理学分会 2020 年学术年会, 海南海口.]
- Bao, H.-W.-S., Cai, H., & Luo, Y. L. L.\*** (2019, October). *Name-job uniqueness fit: Name uniqueness predicts job choice and is associated with career success*. Paper presented at the 22nd National

Academic Congress of Psychology, Hangzhou, Zhejiang, China.

[包寒吴霜, 蔡华俭, 罗宇\*. (2019). 人如其名, 名职匹配? 名字独特性预测职业选择与职业成就. 第二十二届全国心理学学术会议, 浙江杭州.]

**Bao, H.-W.-S., Cai, H., & Luo, Y. L. L.\*** (2018, October). *Name uniqueness predicts job choice: Evidence from big data and experiments*. Paper presented at the 2018 Annual Conference of the Social Psychology Branch of Chinese Psychological Society, Qufu, Shandong, China.

[包寒吴霜, 蔡华俭, 罗宇\*. (2018). 名字独特性预测职业选择: 来自大数据和实验的证据. 中国心理学会社会心理学分会 2018 年学术年会, 山东曲阜.]

## Service

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### Journal Reviewer (Articles Reviewed):

International Journals:

- *Nature Human Behaviour* (1)
- *Behavior Research Methods* (1)
- *Journal of Cross-Cultural Psychology* (1)
- *Applied Psychology: An International Review* (1)
- *Communications Psychology* (1)
- *Frontiers in Psychology* (1)
- *Frontiers in Education* (1)
- *PeerJ Computer Science* (1)
- *Acta Psychologica* (1)
- *F1000Research* (2)

Chinese Journals:

- 心理学报 *Acta Psychologica Sinica* (13)
- 心理科学 *Journal of Psychological Science* (2)
- 心理科学进展 *Advances in Psychological Science* (3)
- 心理技术与应用 *Psychology: Techniques and Applications* (3)
- 心理学通讯 *Psychological Communications* (8)

### Academic Committee Membership:

- Shanghai Psychological Society: Psychology + Artificial Intelligence
- Chinese Association for Artificial Intelligence: Big Data & Social Computing (CAAI-BDSC)
  - [Judging Panel Member](#) of the CAAI-BDSC 2024 Social Computing Innovation Contest
  - [Judging Panel Member](#) of the CAAI-BDSC 2023 Social Computing Innovation Contest

## Programming

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<b>R</b>	Proficient	Data analysis and visualization using R. R packages developed independently: <ul style="list-style-type: none"><li>• <b>bruceR</b> (v2024.6): Broadly Useful Convenient and Efficient R Functions <a href="https://CRAN.R-project.org/package=bruceR">https://CRAN.R-project.org/package=bruceR</a> (Downloads: 72,000+)</li></ul>
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		<ul style="list-style-type: none"> <li>• <b>ChineseNames</b> (v2023.8): Chinese Name Database 1930-2008 <a href="https://CRAN.R-project.org/package=ChineseNames">https://CRAN.R-project.org/package=ChineseNames</a> (Downloads: 15,000+)</li> <li>• <b>PsychWordVec</b> (v2023.9): Word Embedding Research Framework for Psychological Science <a href="https://CRAN.R-project.org/package=PsychWordVec">https://CRAN.R-project.org/package=PsychWordVec</a> (Downloads: 7,000+)</li> <li>• <b>FMAT</b> (v2024.6): The Fill-Mask Association Test <a href="https://CRAN.R-project.org/package=FMAT">https://CRAN.R-project.org/package=FMAT</a> (Downloads: 2,000+)</li> <li>• <b>NgramTools</b> (v0.1.0): Efficient R Functions for Google Books Ngram Data Analysis <a href="https://github.com/psychbruce/NgramTools">https://github.com/psychbruce/NgramTools</a></li> <li>• <b>drawMap</b> (v0.3.6): Easily Draw China Maps <a href="https://github.com/psychbruce/drawMap">https://github.com/psychbruce/drawMap</a></li> </ul>
<b>Python</b>	Proficient	Web crawling, big data collection and processing. <ul style="list-style-type: none"> <li>• Have crawled 20+ websites for data collection in research.</li> </ul>
<b>SPSS</b>	Proficient	Basic and advanced data analyses.
<b>Mplus</b>	Familiar	Structural equation modeling.
<b>JavaScript</b>	Familiar	Using the “jsPsych” toolbox to develop online experiments and surveys.
<b>MATLAB</b>	Familiar	Using the “PsychToolBox” to develop psychological experiments.
<b>Excel</b>	Proficient	Microsoft Office Specialist (MOS) Certification: Expert-Level
<b>Word</b>	Proficient	Microsoft Office Specialist (MOS) Certification: Expert-Level
<b>PowerPoint</b>	Proficient	Microsoft Office Specialist (MOS) Certification: Specialist-Level

## Teaching

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<b>2023-Winter</b>	<b>Advanced R Programming &amp; Visualization</b> (4-Day Online Course) [ <a href="#">link</a> ] <ul style="list-style-type: none"> <li>• <i>Lecturer</i></li> </ul>
<b>2021-Fall</b>	<b>Self &amp; Identity</b> (Graduate Level) <ul style="list-style-type: none"> <li>• <i>Lecturer</i></li> </ul>
<b>2020-Summer</b>	<b>R Programming</b> (Beginner & Advanced Levels) <ul style="list-style-type: none"> <li>• <i>Lecturer</i></li> </ul>
<b>2018-Spring</b>	<b>Cultural &amp; Cross-Cultural Psychology</b> (Graduate Level) <ul style="list-style-type: none"> <li>• <i>Teaching Assistant</i> (Lecturers: Huajian Cai &amp; Yiming Jing)</li> </ul>
<b>2017-Fall</b>	<b>Implicit Social Cognition</b> (Graduate Level) <ul style="list-style-type: none"> <li>• <i>Teaching Assistant</i> (Lecturers: Huajian Cai &amp; Xiaoqing Hu)</li> </ul>
<b>2017-Spring</b>	<b>Self &amp; Identity</b> (Graduate Level) <ul style="list-style-type: none"> <li>• <i>Teaching Assistant</i> (Lecturer: Huajian Cai)</li> </ul>

## Invited Talks

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<b>2023.12</b>	<b>Computational Intelligent Social Psychology: Using AI Language Models to Understand Society and Culture</b> <ul style="list-style-type: none"> <li>• School of Psychology and Cognitive Science, East China Normal University</li> </ul>
<b>2023.11</b>	<b>Using Natural Language to Study Human Society: WEAT and FMAT with R</b>

	(Social Data Science Workshop)
	<ul style="list-style-type: none"> <li>• Cathie Marsh Institute, University of Manchester (invited by Arkadiusz Wiśniowski)</li> </ul>
2023.10	<b>Western Views of China in Natural Language</b> (Early Career Research Workshop)
	<ul style="list-style-type: none"> <li>• Manchester China Institute, University of Manchester</li> </ul>
2023.9	<b>Social Science in Natural Language: Word Counting, Word Embedding, and Language Modeling</b> (“Translation Academy” Salon Series)
	<ul style="list-style-type: none"> <li>• University of Manchester (online)</li> </ul>
2023.4	<b>Discerning Human Society in Natural Language: Methods Based on Frequency, Similarity, and Probability</b> (GNARC ECR Methods Workshop)
	<ul style="list-style-type: none"> <li>• University of Manchester (invited by Nan Zhang)</li> </ul>
2022.6	<b>bruceR in the Workflow of Data Analysis</b>
	<ul style="list-style-type: none"> <li>• Nanjing Normal University (invited by Chuan-Peng Hu)</li> </ul>
2022.3	<b>Embedded in Word Embedding: Methodological Evolution in the Era of AI</b>
	<ul style="list-style-type: none"> <li>• Institute of Psychology, CAS</li> </ul>
2021.12	<b>R in Data Science</b>
	<ul style="list-style-type: none"> <li>• Beijing Normal University (invited by Zijun Cai)</li> </ul>
2021.11	<b>R Programming and the bruceR Package</b>
	<ul style="list-style-type: none"> <li>• Peking University (invited by Guiquan Li)</li> </ul>
2021.9	<b>How to Learn R Programming?</b>
	<ul style="list-style-type: none"> <li>• Holland Psychometrics Association (online)</li> </ul>
2021.6	<b>How to “Uninstall” SPSS? Tips on Learning R Programming</b>
	<ul style="list-style-type: none"> <li>• Nanjing Normal University (invited by Chuan-Peng Hu)</li> </ul>
2019.11	<b>Multilevel Modeling: Methods, Key Issues, and Applications</b> (2-Day Workshop)
	<ul style="list-style-type: none"> <li>• Institute of Psychology, CAS (invited by Xingshan Li)</li> </ul>
2019.10	<b>Multilevel Modeling: Methods, Key Issues, and R Programming</b>
	<ul style="list-style-type: none"> <li>• The 22nd National Academic Congress of Psychology, Hangzhou, Zhejiang, China</li> </ul>

## Hobbies

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Billiards/Snooker | Strength Training | Wing-Chun | Nunchakus | Mixed Martial Arts | Tae-Kwon-Do

## Hometowns

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“浙江长大的江苏山东后裔河南人”

*Xinxiang*, Henan Province (1995~2001)

*Ningbo*, Zhejiang Province (2001~2013)

*Beijing* (2013~2022)