

# 包寒吴霜

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

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Updated: Jan 2025

### 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  
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
  - Fill-Mask Association Test (FMAT)
  - AI/Large Language Models (LLM)
  - Word Embeddings
- Social, Cultural, and Historical Psychology
  - Intersectional Stereotypes
  - Historical Narratives
  - Chinese Names

## Funding

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- 上海市浦江人才计划项目 (24PJC025) 2024.12–2027.11  
Shanghai Pujiang Talent Program (Pujiang Project of Shanghai Baiyulan Talent Program)
- 上海市晨光计划项目 (24CGA28) 2024.12–2026.11  
Chenguang Program of Shanghai Education Development Foundation and Shanghai Municipal Education Commission

## Teaching

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### Undergraduate Level:

- R 语言 (R: Data Analysis and Visualization)
- 人格心理学 (Personality Psychology)

### Graduate Level:

- 高级心理统计 (Advanced Psychological Statistics)

## 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*, 63(4), 1771–1786. [doi]  
(IF<sub>2023</sub> = 3.2, SSCI Q1)
- Bao, H.-W.-S.\*** (2024). The Fill-Mask Association Test (FMAT): Measuring propositions in natural language. *Journal of Personality and Social Psychology*, 127(3), 537–561. [doi]  
(IF<sub>2023</sub> = 6.4, 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>2023</sub> = 1.3, ESCI Q3, 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>2023</sub> = 2.8, 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>2023</sub> = 12.3, 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>2023</sub> = 2.6, SSCI Q2)

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>2023</sub> = 2.6, SSCI Q2)

### **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科学研究: 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 Committee 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专业委员会 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 Committee 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专业委员会 2018 年学术年会, 山东曲阜.]

## **Service**

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### **Journal Reviewer (Articles Reviewed):**

#### **International Journals:**

- *Nature Human Behaviour* (2)
- *Behavior Research Methods* (2)
- *Journal of Cross-Cultural Psychology* (1)
- *Self and Identity* (1)
- *Organization Science* (1)
- *Personnel Review* (1)
- *Communications Psychology* (1); *Current Research in Ecological and Social Psychology* (1); *Applied Psychology* (1); *Acta Psychologica* (1); *Frontiers in Psychology* (1); *Frontiers in Education* (1); *PeerJ Computer Science* (1); *F1000Research* (2)

#### **Chinese Journals:**

- 心理学报 *Acta Psychologica Sinica* (15)
- 心理科学 *Journal of Psychological Science* (14)
- 心理科学进展 *Advances in Psychological Science* (3)
- 心理技术与应用 *Psychology: Techniques and Applications* (7)
- 心理学通讯 *Psychological Communications* (9)

## Academic Committee Membership:

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

## Expertise

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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: 88,000+)</li><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: 18,000+)</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: 9,000+)</li><li>• <b>FMAT</b> (v2024.7): The Fill-Mask Association Test <a href="https://CRAN.R-project.org/package=FMAT">https://CRAN.R-project.org/package=FMAT</a> (Downloads: 5,000+)</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

## Invited Talks

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2024.12	<b>Research Methods with Natural Language for Social Psychology</b> <ul style="list-style-type: none"><li>• Invited by <i>Psychological Communications</i> (online)</li></ul>
2024.9	<b>Group-Level Psychology with Big Data and Natural Language</b> (Special Invitation)

- The 2024 Annual Academic Conference of the Social Psychology Committee of Chinese Psychological Society, Jinan, Shandong, China
- 2023.12 Computational Intelligent Social Psychology: Using AI Language Models to Understand Society and Culture**
- School of Psychology and Cognitive Science, East China Normal University
- 2023.11 Using Natural Language to Study Human Society: WEAT and FMAT with R** (Social Data Science Workshop)
- Cathie Marsh Institute, University of Manchester (invited by Arkadiusz Wiśniowski)
- 2023.10 Western Views of China in Natural Language** (Early Career Research Workshop)
- Manchester China Institute, University of Manchester
- 2023.9 Social Science in Natural Language: Word Counting, Word Embedding, and Language Modeling** (“Translation Academy” Salon Series)
- University of Manchester (online)
- 2023.4 Discerning Human Society in Natural Language: Methods Based on Frequency, Similarity, and Probability** (GNARC ECR Methods Workshop)
- University of Manchester (invited by Nan Zhang)
- 2022.6 bruceR in the Workflow of Data Analysis**
- Nanjing Normal University (invited by Chuan-Peng Hu)
- 2022.3 Embedded in Word Embedding: Methodological Evolution in the Era of AI**
- Institute of Psychology, CAS
- 2021.12 R in Data Science**
- Beijing Normal University (invited by Zijun Cai)
- 2021.11 R Programming and the bruceR Package**
- Peking University (invited by Guiquan Li)
- 2021.9 How to Learn R Programming?**
- Holland Psychometrics Association (online)
- 2021.6 How to “Uninstall” SPSS? Tips on Learning R Programming**
- Nanjing Normal University (invited by Chuan-Peng Hu)
- 2019.11 Multilevel Modeling: Methods, Key Issues, and Applications** (2-Day Workshop)
- Institute of Psychology, CAS (invited by Xingshan Li)
- 2019.10 Multilevel Modeling: Methods, Key Issues, and R Programming**
- The 22nd National Academic Congress of Psychology, Hangzhou, Zhejiang, China

## 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)