

# BETHANY LASSETTER, PhD

*Pronouns: she · her*

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## ACADEMIC POSITIONS

**Postdoctoral Associate**, Department of Psychology, New York University Aug. 2022–  
*Faculty Advisor: Andrei Cimpian, PhD*

## EDUCATION

**PhD, Psychology**, University of Toronto July 2022  
*Thesis: Evaluating others' relevance: Dimensions, levels, and interdependence* [🔗](#)  
*Faculty Advisor: Rebecca Neel, PhD*

**MA, Psychology**, University of Iowa May 2018  
*Thesis: Stigma management through a threat-specific lens: When do targets anticipate and seek to manage the prejudice they face?*  
*Faculty Advisor: Rebecca Neel, PhD*

**BS, Psychology and General Science**, *magna cum laude*, University of Oregon June 2012  
*Thesis: Judging the credibility of others in light of lies and forgetfulness*  
*Faculty Advisor: Sara D. Hodges, PhD*

## FUNDING

1. **Postdoctoral Research and Professional Development Support Grant**, \$2,490 Aug. 2024  
New York University Office of Postdoctoral Affairs
2. **Postdoctoral Travel Grant**, \$700 Jan. 2023  
New York University Faculty of Arts & Science
3. **Postdoctoral Research Fellowship**, \$138,000 declined  
National Science Foundation Social, Behavioral, and Economic Sciences
4. **Connaught International Scholarship**, \$40,000 Sept. 2018–May 2022  
University of Toronto
5. **Conference Grant**, \$800 Nov. 2018  
University of Toronto School of Graduate Studies
6. **Travel Funds Award**, \$300 Apr. 2018  
University of Iowa Graduate Student Senate
7. **Travel Grant**, \$500 Mar. 2018  
University of Iowa Graduate & Professional Student Government

8. **Research Grant, \$1,000** Nov. 2017  
University of Iowa Graduate & Professional Student Government
9. **SPSP Graduate Student Travel Award, \$500** Sept. 2017  
Society for Personality and Social Psychology
10. **Travel Grant, \$280** Mar. 2015  
University of Iowa Graduate & Professional Student Government
11. **Travel Funds Award, \$300** Feb. 2015  
University of Iowa Graduate Student Senate
12. **Reproducibility Project Small Grant, \$240** Sept. 2013  
Center for Open Science

## AWARDS AND HONORS

1. **International Social Cognition Network 2019 Best Paper Award** for Jan. 2021  
the article “The stigma of perceived irrelevance: An affordance-management theory of interpersonal invisibility” with Rebecca Neel  
International Social Cognition Network
2. **Daniel M. Wegner Theoretical Innovation Prize** for the article Nov. 2020  
“The stigma of perceived irrelevance: An affordance-management theory of interpersonal invisibility” with Rebecca Neel  
Society for Personality and Social Psychology
3. **TA Excellence Award** Dec. 2019  
Department of Psychology, University of Toronto, St. George Campus
4. **J. R. Simon Early Scholarship Potential Award, \$1,000** Mar. 2016  
University of Iowa Department of Psychology

## PUBLICATIONS

1. **Lassetter, B.**, Hutchins, N., Liu, V., Toomajian, N., Lubienski, S. T., & Cimpian, A. (in press). “Who has to work harder, girls or boys?” Children’s gender stereotypes about required effort in math and reading. *Developmental Science*. [🔗](#)
2. Gruber, J.\*, Welker, K. M.\*, Purcell, J. R., **Lassetter, B.**, Prasad, S., Brandes, C. M., & Mehta, P. H. (in press). An experience-sampling approach to examining cortisol and testosterone profiles in bipolar and depressive mood disorders. *Journal of Emotion and Psychopathology*. \*Authors contributed equally. [🔗](#)
3. Muradoglu, M., **Lassetter, B.**, Sewell, M. N., Ontai, L., Napolitano, C. M., Dweck, C., Trzesniewski, K., & Cimpian, A. (in press). The structure and motivational significance of early beliefs about ability. *Developmental Psychology*. [🔗](#)
4. Neel, R., **Lassetter, B.**, & Lam, E. Q. Y. (2023). Threats and opportunities: Independent dimensions of goal relevance shape social cognition and behavior. *American Psychologist*, 78(9), 1079-1090. [🔗](#)

5. Ford, B. Q.\*, Feinberg, M.\*, **Lassetter, B.**<sup>†</sup>, Thai, S.<sup>†</sup>, & Gatchpazian, A. (2023). The political is personal: The costs of daily politics. *Journal of Personality and Social Psychology*, *125*, 1-28. [🔗](#) \*<sup>†</sup>Authors contributed equally.
  - **Journal of Personality and Social Psychology Editor's Choice selection**
6. Willroth, E. C., Gatchpazian, A., Thai, S., **Lassetter, B.**, Feinberg, M., & Ford, B. Q. (2022). The insulating function of sleep for well-being: Daily sleep quality attenuates the link between current affect and global life satisfaction. *Affective Science*, *3*, 318-329. [🔗](#)
7. **Lassetter, B.**, Hehman, E., & Neel, R. (2021). The Relevance Appraisal Matrix: Evaluating others' relevance. *Journal of Personality and Social Psychology*, *121*(4), 842-864. [🔗](#)
8. Todd, A. R., Johnson, D. J., **Lassetter, B.**, Neel, R., Simpson, A. J., & Cesario, J. (2021). Category salience and racial bias in weapon identification: A diffusion modeling approach. *Journal of Personality and Social Psychology*, *120*(3), 672-693. [🔗](#)
9. Prasad, S., Knight, E. L., Sarkar, A., Welker, K. M., **Lassetter, B.**, & Mehta, P.H. (2021). Testosterone fluctuations in response to a democratic election predict partisan attitudes toward the elected leader. *Psychoneuroendocrinology*, *133*, 105396. [🔗](#)
10. Neel, R., & **Lassetter, B.** (2019). The stigma of perceived irrelevance: An affordance-management theory of interpersonal invisibility. *Psychological Review*, *126*, 634-659. [🔗](#)
  - **Daniel M. Wegner Theoretical Innovation Prize, Society for Personality and Social Psychology**
  - **2019 Best Paper Award, International Social Cognition Network**
11. **Lassetter, B.**, & Neel, R. (2019). Malleable liberals and fixed conservatives? Political orientation shapes perceived ability to change. *Journal of Experimental Social Psychology*, *82*, 141-151. [🔗](#)
12. Prasad, S., **Lassetter, B.**, Welker, K. M., & Mehta, P. H. (2019). Unstable correspondence between salivary testosterone measured with enzyme immunoassays and tandem mass spectrometry. *Psychoneuroendocrinology*, *109*, 104373. [🔗](#)
13. Lundberg, G. J. W., Neel, R., **Lassetter, B.**, & Todd, A. R. (2018). Racial bias in implicit danger associations generalizes to older male targets. *PLoS ONE*, *13*, e0197398. [🔗](#)
14. Welker, K. M., **Lassetter, B.**, Brandes, C. M., Prasad, S., Koop, D. R., & Mehta, P. H. (2016). A comparison of salivary testosterone measurement using immunoassays and tandem mass spectrometry. *Psychoneuroendocrinology*, *71*, 180-188. [🔗](#)
15. Open Science Collaboration. (2015). Estimating the reproducibility of psychological science. *Science*, *349*, DOI: 10.1126/science.aac4716. [🔗](#)
16. Neel, R., & **Lassetter, B.** (2015). Growing fixed with age: Lay theories of malleability are target age-specific. *Personality and Social Psychology Bulletin*, *41*, 1505-1522. [🔗](#)
17. Mehta, P. H., Snyder, N., Knight, E. L., & **Lassetter, B.** (2014). Close versus decisive victory moderates the effect of testosterone change on competitive decisions and task enjoyment. *Adaptive Human Behavior and Physiology*, *1*, 291-311. [🔗](#)
18. Dickson, D. J., **Lassetter, B.**, Glassy, B., Ely, R. L., Yokochi, A., & Page, C. J. (2013). Diffusion of dissolved ions from wet silica sol-gel monoliths: Implications for biological encapsulation. *Colloids and Surfaces B: Biointerfaces*, *102*, 611-619. [🔗](#)

## INVITED TALKS

1. **Lassetter, B.** (2023, April). Evaluating others' relevance. Social Area Brownbag, University of Virginia Department of Psychology. [virtual]
2. **Lassetter, B.** (2023, January). Evaluating others' relevance. Social Area Brownbag Series, University of Waterloo Department of Psychology. [virtual]
3. **Lassetter, B.** (2022, October). Children's stereotypes about effort. Identity & Academic Motivation Lab (PI: Allison Master, PhD), University of Houston. [virtual]
4. **Lassetter, B.** (2022, June). Evaluating others' relevance. Evolution, Culture and Stereotyping Lab (PI: Oliver Sng, PhD), University of California, Irvine. [virtual]
5. **Lassetter, B.,** Hehman, E., & Neel, R. (2019, May). Stereotypes of groups' relevance: Independent judgments of threat and opportunity. Paper Talk at the annual meeting of York University of Toronto Social Personality Abnormal (YUTSPA), Mississauga, ON.
6. **Lassetter, B.,** Hehman, E., & Neel, R. (2018, December). Stereotypes of groups' relevance: Independent judgments of threat and opportunity. Social Metacognition Laboratory (PI: Kenneth DeMarree, PhD), University at Buffalo, Buffalo, NY.

## SELECTED PRESENTATIONS *\*denotes supervisee*

### Talks

1. \*Hutchins, N., **Lassetter, B.,** Butler, L. P., & Cimpian, A. (2025, May). Building blocks of political worldviews: Children sometimes publicly endorse ingroup claims just to show support. Paper talk at the biennial meeting of the Society for Research in Child Development, Minneapolis, MN.
2. **Lassetter, B.,** Lam, E. Q. Y., Hehman, E., & Neel, R. (2024, October). Targeted malleability beliefs: Not just can people change, but who can change. Paper talk at the annual conference of the Society of Experimental Social Psychology, Santa Fe, NM.
  - *Symposium co-chair with Oliver Sng: "Social Beliefs and Perception are not Social Enough"*
3. **Lassetter, B.,** \*Hutchins, N., Liu, V., \*Toomajian, N., & Cimpian, A. (2023, March). The development and consequences of children's stereotypes about effort. Paper talk at the biennial meeting of the Society for Research in Child Development, Salt Lake City, UT.
4. \*Hutchins, N., **Lassetter, B.,** & Cimpian, A. (2023, March). Epistemic partisanship through a developmental lens: A precursor to political disagreement and division. Flash talk at the biennial meeting of the Society for Research in Child Development, Salt Lake City, UT.
5. **Lassetter, B.,** & Neel, R. (2021, February). Targeted malleability beliefs: Not just can people change, but who can change. Paper Talk at the annual meeting of the Society for Personality and Social Psychology. [virtual]
6. **Lassetter, B.,** Hehman, E., & Neel, R. (2019, April). Stereotypes of groups' relevance: Independent judgments of threat and opportunity. Paper Talk at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

7. **Lassetter, B.**, Todd, A. R., Simpson, A. J., & Neel, R. (2019, February). Implicit danger associations at the intersection of race and age: The moderating role of body size information. Paper Talk at the annual meeting of the Society for Personality and Social Psychology, Portland, OR.
8. **Lassetter, B.**, Neel, R., & Rattan, A. (2018, April). Confronting sexism: The role of perpetrator age and perceived malleability. Paper Talk at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
9. **Lassetter, B.**, & Neel, R. (2018, March). Malleable liberals and fixed conservatives? Political orientation shapes perceived ability to change. Data Blitz Presentation at the Political Psychology Preconference at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.

### Posters

10. \*Beith, C., **Lassetter, B.**, & Cimpian, A. (2025, February). Where do we think our politics come from? Examining the socialization agents of political identity. Poster Presentation at the annual meeting of the Society for Personality and Social Psychology, Denver, CO.
11. \*Kim, J. W., **Lassetter, B.**, Zhao, S., & Cimpian, A. (2024, March). Why work hard? Examining children's intuitive theories about effort in school. Poster Presentation at the biennial meeting of the Cognitive Development Society, Pasadena, CA.
12. **Lassetter, B.**, Feinberg, M., Thai, S., & Ford, B. Q. (2024, February). Political shocks: Understanding major political events through an affective science lens. Poster Presentation at the Political Psychology Preconference of the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
13. **Lassetter, B.**, & Neel, R. (2023, February). Goal relevance in interpersonal relationships. Poster Presentation at the Social Cognition Preconference of the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.
14. \*Nagar, A., **Lassetter, B.**, & Neel, R. (2022, March). A descriptive examination of how age and gender shape the goals people pursue. Poster Presentation at the University of Toronto Undergraduate Research Forum Showcase, Toronto, ON. [virtual]
15. \*Daniel, A., **Lassetter, B.**, & Neel, R. (2020, April). Does a self-protection goal change women's memory for smiling and neutral Black male faces? Poster Presentation at the annual meeting of the Midwestern Psychological Association, Chicago, IL. [conference canceled due to COVID-19]
16. \*Pajovic, J., **Lassetter, B.**, Hehman, E., \*Daniel, A., & Neel, R. (2020, April). Believing that others can change: Variability across perceivers and targets. Poster Presentation at the University of Toronto Undergraduate Research Forum Showcase, Toronto, ON. [forum cancelled due to COVID-19]
17. \*Sun, Y., **Lassetter, B.**, \*Daniel, A., & Neel, R. (2020, April). Invisible men and women: Target's perspective on social invisibility. Poster Presentation at the University of Toronto Undergraduate Research Forum Showcase, Toronto, ON. [forum cancelled due to COVID-19]

18. \*Daniel, A., **Lassetter, B.**, & Neel, R. (2020, February). Does a self-protection goal change women's memory for smiling and neutral Black male faces? Poster Presentation at the annual meeting of the Society of Personality and Social Psychology, New Orleans, LA.
19. \*Daniel, A., **Lassetter, B.**, & Neel, R. (2019, September). When are people socially invisible? Mate-seeking motivation and White men's memory for opposite-sex individuals in an online sample. Poster Presentation at the University of Toronto Undergraduate Research Forum Showcase, Toronto, ON.
20. \*Bucheeri, H., **Lassetter, B.**, & Neel, R. (2019, March). When are people socially invisible? Mate-seeking motivation and Whites' memory for young and old White adults. Poster Presentation at the University of Toronto Undergraduate Research Forum, Toronto, ON.
21. \*Daniel, A., **Lassetter, B.**, & Neel, R. (2019, March). When are people socially invisible? Mate-seeking motivation and White men's memory for Asian and Black women. Poster Presentation at the University of Toronto Undergraduate Research Forum, Toronto, ON.
22. **Lassetter, B.**, Hehman, E., & Neel, R. (2019, February). Evaluating others' goal relevance: Threat and opportunity characterize the relevance appraisal matrix. Poster Presentation at the Social Cognition Preconference at the annual meeting of the Society for Personality and Social Psychology, Portland, OR.
23. **Lassetter, B.**, Neel, R., & Rattan, A. (2018, March). When do we confront sexism? The role of perpetrator age and believing that sexism can change. Poster Presentation at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.
24. **Lassetter, B.**, Tenney, E. R., & Hodges, S. D. (2016, January). Competence can explain the surprising credibility boost of strategic liars. Poster Presentation at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
25. **Lassetter, B.**, Hodges, S. D., & Tenney, E. R. (2015, February). Whom can you trust? Why liars' competence may make them credible. Poster Presentation at the annual meeting of the Society for Personality and Social Psychology, Long Beach, CA.
26. **Lassetter, B.**, Tenney, E. R., Hodges, S. D., & Spellman, B. A. (2014, February). The truth about lying and witness credibility. Poster Presentation at the Social Psychology and Law Preconference at the annual meeting for the Society for Personality and Social Psychology, Austin, TX.

## NEWS COVERAGE

1. "Surviving 2020's election countdown with your sanity intact." (October 27, 2020). [CNN](#).

## TEACHING EXPERIENCE

1. **Teaching Assistant**, Psychology and the Law (PSY:328H1S) Summer 2021  
Department of Psychology, U. of Toronto
2. **Teaching Assistant**, Intro to Social Psych (PSY:220HF) Summer 2020  
Department of Psychology, U. of Toronto
3. **Teaching Assistant**, Intergroup Relations (PSY:322S) Winter 2020

Department of Psychology, U. of Toronto

4. **Teaching Assistant**, Social Psychology: Attitudes (PSY:320F) Summer 2019  
Department of Psychology, U. of Toronto
5. **Teaching Assistant**, Social and Personality Development (PSY:3030) Fall 2017  
Department of Psychological and Brain Sciences, U. of Iowa
6. **Guest Instructor**, Seminar: Stereotyping and Prejudice (PSY:4090) Fall 2017  
Department of Psychological and Brain Sciences, U. of Iowa  
Malleability beliefs: Target specificity and implications  
Evaluating strategies for responding to everyday bigotry
7. **Teaching Assistant**, Stigma and Prejudice (PSY:3590) Fall 2016, Spring 2017  
Department of Psychological and Brain Sciences, U. of Iowa  
**Guest Lecturer**, Prejudice  
**Guest Lecturer**, Intergroup Interactions and Privilege
8. **Teaching Assistant**, Psychology of Interpersonal Relations (PSY:3015) Spring 2015  
Department of Psychological and Brain Sciences, U. of Iowa
9. **Course Assistant**, Honors General Chemistry Sequence Sept. 2010–June 2012  
Department of Chemistry, U. of Oregon

## OTHER EXPERIENCE

1. **Assessment Consultant** Mar. 2021  
Malvern Family Resource Centre, Scarborough, ON, Canada  
*Analyzed and visualized data that assessed the effectiveness of an intervention program to enhance the well-being of youths in the Scarborough community.*
2. **Copy Editor and Content Creator** Nov. 2018–June 2019  
Top Hat, Toronto, ON, Canada  
*Created and edited test bank and comprehension questions for an online Introduction to Psychology textbook.*
3. **Lab Manager** Sept. 2012–June 2014  
University of Oregon Department of Psychology  
*Managed the Social Psychoneuroendocrinology Lab (PI: Dr. Pranjali Mehta) and the Culture and Morality Lab (PI: Dr. Azim Shariff)*

## INDEPENDENT PROJECT SUPERVISION

### New York University

- |             |  |              |
|-------------|--|--------------|
| Ava Duchin  | <i>Bachelors student at NYU</i>  | Fall 2024–   |
|             | <ul style="list-style-type: none"><li>• <i>Fall 2024 Dean's Undergraduate Research Fund Recipient (\$1249)</i></li></ul>   |              |
| Ciera Beith | <i>Bachelors student at NYU</i>  | Spring 2023– |
|             | <ul style="list-style-type: none"><li>• <i>Spring 2024 Dean's Undergraduate Research Fund Recipient (\$1220)</i></li></ul> |              |
| Rui Zhang   | <i>MA student at NYU</i>   | 2022-2023    |

## University of Toronto, Research Opportunities Program

|                  |   |             |
|------------------|---|-------------|
| Ashna Nagar      | <i>Bachelors student at U. of Toronto</i> | Winter 2022 |
| Yibo (Eable) Sun | <i>Bachelors student at U. of Toronto</i> | Winter 2020 |
| Jovana Pajovic   | <i>Bachelors student at U. of Toronto</i> | Winter 2020 |
| Adira Daniel     | <i>Bachelors student at U. of Toronto</i> | Winter 2019 |
| Hala Bucheeri    | <i>Bachelors student at U. of Toronto</i> | Winter 2019 |

## University of Iowa

|            |  |             |
|------------|--|-------------|
| Cal Terman | <i>Bachelors student at U. of Iowa</i> | Summer 2015 |
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## SERVICE

### Conference Submission Review

|   |                                     |
|---|-------------------------------------|
| APS: Methods-Track Posters (2019, 2020) | SPSP (2018, 2019, 2023, 2024, 2025) |
| MPA: Psi Chi (2018, 2019)               | SPSSI (2019)                        |

### Ad Hoc Manuscript Review

|   |  |
|---|--|
| <i>Child Development</i>                            | <i>Nature Communications</i>                         |
| <i>Comprehensive Results in Social Psychology</i>   | <i>Personality and Social Psychology Bulletin</i>    |
| <i>Current Directions in Psychological Science</i>  | <i>PLOS One</i>                                      |
| <i>European Journal of Social Psychology</i>        | <i>Psicologia sociale</i>                            |
| <i>Group Processes &amp; Intergroup Relations</i>   | <i>Psychological Science</i>                         |
| <i>Journal of Experimental Child Psychology</i>     | <i>Social and Personality Psychology Compass</i>     |
| <i>Journal of Experimental Psychology: General</i>  | <i>Social Cognition</i>                              |
| <i>Journal of Experimental Social Psychology</i>    | <i>Social Influence</i>                              |
| <i>Journal of Personality and Social Psychology</i> | <i>Social Psychological and Personality Science</i>  |
| <i>McGill Undergraduate Research Journal</i>        | <i>Translational Issues in Psychological Science</i> |

### Service to Department and Field

1. **Workshop Leader**, New York University Arts & Science Faculty First Look Program May 2023
2. **Emerging Editor Board**, Personality and Social Psychology Review Apr. 2022–Present
3. **Member**, University of Toronto Psychology Equity, Diversity, and Inclusion Committee Sept. 2020–Dec. 2021
4. **Peer Advisor**, SPSP Nov. 2020–Nov. 2021
5. **Advisor**, University of Toronto Psychology Undergraduate Research Club Sept. 2020
6. **Graduate Student Volunteer**, SESP Annual Meeting in Toronto, ON Oct. 2019
7. **Volunteer**, Science Rendezvous May 2019
8. **Volunteer Coordinator**, University of Iowa Jakobsen Memorial Graduate Conference Mar. 2017
9. **Graduate Student Representative**, University of Iowa  
Psychology Department Graduate Resource Committee Aug. 2016–Aug. 2018  
Psychology Department Graduate Student Advisory Committee Aug. 2015–May 2016



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|--|---------------------|
| Ronald E. McNair Postbaccalaureate Achievement Program   | June 2015           |
| 10. <b>Senator</b> , University of Iowa Graduate Student Senate  | Aug. 2016–May 2017  |
| 11. <b>Poster Judge</b> , University of Iowa Undergraduate Research Festival (4x)                        | 2014–2016           |
| 12. <b>Discussion Panelist</b> , University of Iowa  |                     |
| ICRU Undergraduate Research Conference   | Feb. 2016           |
| Women in Science and Engineering   | Dec. 2015           |
| Applying to Graduate School, Sociology   | Nov. 2014           |
| 13. <b>Report Draft Reviewer</b> , Open Science Collaboration for<br>Reproducibility Project: Psychology | Oct. 2013–Oct. 2014 |