

JEREMY A. FRIMER

Department of Psychology
University of Winnipeg
515 Portage Avenue
Winnipeg, MB, Canada R3B 2E9
j.frimer@uwinnipeg.ca
<http://jeremyfrimer.com>

Academic Positions

Associate Professor. University of Winnipeg, Department of Psychology (2017-present)

Assistant Professor. University of Winnipeg, Department of Psychology (2012-2017)

Education

Post-Doctoral Fellow. University of British Columbia, Social Psychology (2011-12)

Ph.D. University of British Columbia, Social/Developmental Psychology (2006-11)

Master of Arts. University of British Columbia, Social/Developmental Psychology (2004-06)

Bachelor of Applied Sciences. University of British Columbia, Engineering Physics (1995-2002)

Published Works (undergraduate students in *italics*)

Journal Articles

Frimer, J. A. & Skitka, L. J. (in press). The Montagu Principle: Incivility decreases politicians' public approval, even with their political base. *Journal of Personality and Social Psychology*.

Frimer, J. A. (2018). Does the left hair part look better (or worse) than the right? *Social Psychological and Personality Science*.

Frimer, J. A., Skitka, L. J., & Motyl, M. (2017). Liberals and conservatives are similarly motivated to avoid exposure to one another's opinions. *Journal of Experimental Social Psychology*, 72, 1-12. doi: 10.1016/j.jesp.2017.04.003

Frimer, J. A., Motyl, M., & Tell, C. E. (2017). Sacralizing liberals and fair-minded conservatives: Ideological symmetry in the moral motives in the Culture War. *Analyses of Social Issues and Public Policy*. doi: 10.1111/asap.12127

- Decter-Frain, A. & Frimer, J. A. (2016). Impressive words: Linguistic predictors of public approval of the U.S. Congress. *Frontiers in Psychology, 7*. doi: 10.3389/fpsyg.2016.00240.
- Frimer, J. A. & Sinclair, L. (2016). Moral heroes look up and to the viewer's right. *Personality and Social Psychology Bulletin, 42*, 400-410. doi: 10.1177/0146167215626707
- Frimer, J. A., Aquino, K., Gebauer, J. E., Zhu, L. & Oakes, H. (2015). A decline in prosocial language helps explain public disapproval of the U.S. Congress. *PNAS Proceedings of the National Academy of Sciences of the United States of America, 112*, 6591-6594. doi: 10.1073/pnas.1500355112
- Frimer, J. A., Tell, C. E. & Haidt, J. (2015). Liberals condemn sacrilege too: The harmless desecration of Cerro Torre. *Social Psychological and Personality Science, 6*, 878-886. doi:10.1177/1948550615597974
- Walker, L. J. & Frimer, J. A. (2015). Developmental trajectories of agency and communion in moral motivation. *Merrill-Palmer Quarterly, 61*, 412-439. doi:10.13110/merrpalmquar1982.61.3.0412
- Frimer, J. A., Schaefer, N. K., & Oakes, H. (2014). Moral actor, selfish agent. *Journal of Personality and Social Psychology, 106*, 790-802. doi: 10.1037/a0036040
- Frimer, J. A., Gaucher, D. G., & Schaefer, N. K. (2014). Political conservatives' affinity for obedience to authority is loyal, not blind. *Personality and Social Psychology Bulletin, 40*, 1205-1214. doi: 10.1177/0146167214538672
- Frimer, J. A., Biesanz, J. C., Walker, L. J., & MacKinlay, C. W. (2013). Liberals and conservatives rely on common moral foundations when making moral judgments about influential people. *Journal of Personality and Social Psychology, 104*, 1040-1059. doi:10.1037/a0032277
- Frimer, J. A., Walker, L. J., Riches, A., Lee, B., & Dunlop, W. L. (2012). Hierarchical integration of agency and communion: A study of influential moral figures. *Journal of Personality, 80*, 1117-1145. doi: 10.1111/j.1467-6494.2012.00764.x
- Frimer, J. A., Walker, L. J., Dunlop, W. L., Lee, B., & Riches, A. (2011). The integration of agency and communion in moral personality: Evidence of enlightened self-interest. *Journal of Personality and Social Psychology, 101*, 149-163. doi:10.1037/a0023780
- Walker, L. J., Frimer, J. A., & Dunlop, W. L. (2010). Varieties of moral personality: Beyond the banality of heroism. *Journal of Personality, 78*, 907-942. doi:10.1111/j.14676494201000637x
- Frimer, J. A., & Walker, L. J. (2009). Reconciling the self and morality: An empirical model of moral centrality development. *Developmental Psychology, 45*, 1669-1681. doi:10.1037/a0017418
- Walker, L. J., & Frimer, J. A. (2009). "The song remains the same": Rebuttal to Sherblom's re-envisioning of the legacy of the care challenge. *Journal of Moral Education, 38*, 53-68. doi:10.1080/03057240802601599
- Frimer, J. A., & Walker, L. J. (2008). Towards a new paradigm of moral personhood. *Journal of Moral Education, 37*, 333-356. doi:10.1080/03057240802227494

- Walker, L. J., & Frimer, J. A. (2007). Moral personality of brave and caring exemplars. *Journal of Personality and Social Psychology*, 93, 845-860. doi:10.1037/0022-3514.93.5.845
- Walker, L. J., Gustafson, P., & Frimer, J. A. (2007). The application of Bayesian analysis to issues in developmental research. *International Journal of Behavioral Development*, 31, 366-373. doi:10.1177/0165025407077763

Book Chapters

- Frimer, J. A. (2018). Moral heroes are puppets. In K. Gray & J. Graham (Eds.), *The Atlas of Moral Psychology*. (pp. 252-257) New York: Guilford Press.
- Decter-Frain, A., Vanstone, R., & Frimer, J. A. (2017). Why and how do moralistic groups create heroes? In Allison, S. T., Goethals, G. R., & Kramer, R. M. (Eds.) *Handbook of heroism and heroic leadership*. (pp. 120-138) New York: Routledge.
- Frimer, J. A. (2016). Groups create moral superheroes to defend sacred values. In J. Forgas, P. van Lange, & L. Jussim. *The Social Psychology of Morality*. (pp. 304-315) Psychology Press, New York
- Kurt, D. & Frimer, J. A. (2015). Agency and communion as a framework to understand consumer behavior. In M. Norton, D. Rucker & C. Lamberton (Eds.), *The Cambridge Handbook of Consumer Psychology*. (pp. 446-475). Cambridge, MA: Cambridge University Press.
- Frimer, J. A. & Oakes, H. (2014). Spoken words reveal selfish motives: An individual difference approach to moral motivation. In H. Sarkissian & J. C. Wright (Eds.), *Advances in Experimental Moral Psychology: Affect, Character, and Commitments*. (pp. 36-54). London, UK: Bloomsbury.
- Walker, L. J., Frimer, J. A., & Dunlop, W. L. (2011). Paradigm assumptions about moral behavior: An empirical battle royal. In M. Mikulincer & P. R. Shaver (Eds.), *The social psychology of morality: Exploring the causes of good and evil* (pp. 275-292). Washington, DC: American Psychological Association. doi:10.1037/13091-015
- Walker, L. J., & Frimer, J. A. (2011). The science of moral development. In M. K. Underwood & L. H. Rosen (Eds.), *Social development: Relationships in infancy, childhood, and adolescence* (pp. 235-262). New York: Guilford Press.
- Walker, L. J., & Frimer, J. A. (2009). Moral personality exemplified. In D. Narvaez & D. K. Lapsley (Eds.), *Personality, identity and character: Explorations in moral psychology* (pp. 232-255). New York: Cambridge University Press.
- Walker, L. J., & Frimer, J. A. (2008). Being good for goodness' sake: Transcendence in the lives of moral heroes. In F. K. Oser & W. M. M. H. Veugelers (Eds.), *Getting involved: Global citizenship development and sources of moral values* (pp. 309-326). Rotterdam, The Netherlands: Sense Publishers.
- Frimer, J. A. (2008). Self-understanding (stages of). In F. C. Power, R. J. Nuzzi, D. Narvaez, D. K. Lapsley, & T. C. Hunt (Eds.), *Moral education: A handbook* (Vol. 2, pp. 402-404). Westport, CT: Praeger.

Press Coverage (select)

Vox. “Motivated ignorance” is ruining our political discourse. May 2017

New York Magazine. Liberals and conservatives are equally likely to seek out political bubbles. May 2017.

The Guardian. Are you a ‘la la la, I can’t hear you’ liberal? January 2017.

LA Times. Liberals and conservatives have one thing in common: Zero interest in opposing views. January 2017.

Decode DC Podcast. Episode 174: That moment when Americans choose ignorance over money. December 2016

Pacific Standard. Moral heroes look up and right. January 2016.

Decode DC Podcast. Episode 122: When Words Speak Louder than Actions. January 2016

Bloomberg. Liberals can’t admit to thinking like conservatives. August 2015.

The American Conservative. The secret conservative inside liberals. August 2015.

The Vancouver Sun. Be nice – it might get you elected. But being warm and fuzzy won’t necessarily make you a better person. May 2015

The Guardian. Honourable friends: Politicians gain in polls when they speak nicely. May 2015.

Los Angeles Times. Attention, Congress: These 9 words could boost your approval ratings. May 2015.

The Australian. Budget 2015: How Joe Hockey says it is key to approval. May 2015

The Japan Times. Use of ‘prosocial language’ boosts politicians’ ratings: study. May 2015.

Science News. A few kind words could help politicians win elections. May 2015.

ABC Radio National. What if Top Gun was about drones? February 2015.

Chicago Tribune. Liberals share conservatives’ authoritarian bias. September 2014.

Bloomberg. Are liberals the real authoritarians? September 2014.

Huffington Post. Why liberals and conservatives aren’t as different as you think. June 2014.

Yahoo! News. Liberals don’t hate authority after all. June 2014.

Newsweek. Liberals and conservatives both love following the leader, study says. June 2014.

Psychology Today. When no one’s watching, are you still likely to do good? May 2014.

Psychology Today. What makes a hero? November 2013

TIME. The real source of heroic behavior. September 2013.

Tampa Bay Times. Heroes are made, not born. September 2013.

Washington Post. From Antoinette Tuff to Captain Sully, heroes are made, not born. August 2013.

Huffington Post. Democrats, Republicans share common ground after all, study finds. November 2012.

Wall Street Journal. Are you a hero or a bystander? August 2012.

Editorial Positions

Editorial Board: *Journal of Research in Personality* (2018-)

Associate Editor: *Frontiers in Psychology* (2015-18)

Editorial Board: *Journal of Personality and Social Psychology* (2015-)

Editorial Board: *Frontiers in Psychology* (2013-2015)

Research Grants

Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant (2018-2023). “Civility and the Reduction of Social Biases” (\$83,923). Principal investigator: J. A. Frimer. Collaborators: Linda Skitka, Karl Aquino.

Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant (2013-2018). “Reverse Engineering Moral Leadership Qualities” (\$130,960). Principal investigator: J. A. Frimer.

Social Sciences and Humanities Research Council of Canada (SSHRC) Research Grant (2009-2012). “The Moral Eclipse: Toward a Comprehensive Account of Moral Identity Development” (\$115,572). Principal investigator: L. J. Walker.

UBC Faculty of Arts AURA Research Grant (2011). “The Moral Eclipse” (\$3,000). Principal investigator: L. J. Walker.

UBC Faculty of Arts AURA Research Grant (2010). “The Good Things in Life” (\$6,000). Principal investigator: L. J. Walker.

Academic Awards

Gold Medal (2012) – British Columbia Psychological Association

Rising Star Award (2011) – Association for Research in Personality

Pacific Century Graduate Fellowship (2009-2010) – University of British Columbia (\$17,000)

Four Year Doctoral Fellowship (2009-2010) – University of British Columbia (declined)

Canada Graduate Scholarship (2006-2009) – Social Sciences and Humanities Research Council (\$35,000 per year for 3 years)

Certificate of Academic Excellence (2007) – Canadian Psychological Association

Coren Prize (2007) – University of British Columbia – for best MA thesis in psychology

Graduate Entrance Scholarship (2005-2006) – University of British Columbia (\$17,500)

Expo 86 Award (2002) – University of British Columbia, Faculty of Applied Science – for outstanding aptitude in technical design

Roy Nodwell Prize (2001) – University of British Columbia – for best senior engineering physics project: “*AntiCam Climbing Device*”

Alcan Undergraduate Presentation Award (2001) – University of British Columbia Student Conference on Materials Science: “*IF Copper Steel Precipitation Hardening Research*”

Dean’s Honour List (1996, 1997, 1998, 1999, 2001) – University of British Columbia

Outstanding Student Initiative Scholarship (1995-1999) – University of British Columbia (\$10,000)

Professional Affiliations

Society of Experimental Social Psychology (SESP)

Society for Personality and Social Psychology (SPSP)

Heterodox Academy (for enhancing viewpoint diversity in universities)

Association for Research in Personality (ARP)

Invited Talks

Midwestern Psychological Association, Chicago IL. April 2017.

Asper School of Business, University of Manitoba. July 2016.

Canadian Human Rights Commission, Ottawa, ON. October 2015.

Department of Psychology, University of Alberta, Edmonton, AB. April 2015.

Sydney Symposium of Social Psychology. Sydney, Australia, March 2015.

Department of Psychology, University of Calgary, Calgary, AB. November 2014.

Jubilee Centre for Character and Virtue, Can virtue be measured? Oxford, UK, January 2014.

Skywalk Lecture Series, Millennium Library, Winnipeg, MB, March 2013.

Manitoba Psychological Society, Winnipeg, MB, February 2013.

Department of Psychology, University of Manitoba, Winnipeg, MB, January 2013.

Department of Psychology, Simon Fraser University, Vancouver, BC, February 2012.

Professional Service

Member, Academic Planning Committee – *Senate, University of Winnipeg* (2017-18)

Chair, Department Review Committee – *Dept. of Psychology, University of Winnipeg* (2017-18)

Member, Department Personnel Committee – *Dept. of Psychology, University of Winnipeg* (2017-18)

Member, Nominations & Elections Committee – *Dept. of Psychology, University of Winnipeg* (2017-18)

Member, Colloquium Committee – *Dept. of Psychology, University of Winnipeg* (2015-16)

Member, Finance Committee – *Dept. of Psychology, University of Winnipeg* (2014-16)

Member, Resource Planning Committee – *Dept. of Psychology, University of Winnipeg* (2014-15)

Member, Human Ethics Review Committee – *Dept. of Psychology, University of Winnipeg* (2012-14)

Member, Undergraduate Research Conference Committee – *Dept. of Psychology, University of Winnipeg* (2012-13, 2014-15)

Member, Executive Board – *Association for Moral Education* (2010-2012)

Chair, Nominations and Elections Committee – *Association for Moral Education* (2010-12)

Member, Nominations and Elections Committee – *Association for Moral Education* (2009-10)

ad hoc reviewer

- *American Journal of Political Science*
- *American Sociological Review*
- *Analyses of Social Issues and Public Policy*
- *Assessment*
- *Basic and Applied Psychology*
- *British Journal of Developmental Psychology Psychological Bulletin*
- *British Journal of Psychology*
- *Child Development*
- *Developmental Psychology*
- *Ethics and Behavior*
- *European Journal of Personality*
- *Journal of Broadcasting and Electronic Media*
- *Journal of Consumer Research*
- *Journal of Experimental Social Psychology*
- *Journal of Moral Education*
- *Journal of Personality*
- *Journal of Research in Personality*
- *Merrill-Palmer Quarterly*
- *Personality and Individual Differences*
- *Personality and Social Psychology Bulletin*
- *Personality and Social Psychology Review*
- *Philosophical Psychology*

- *PLOS One*
- *Political Psychology*
- *Psychological Bulletin*
- *Psychological Reports*
- *Scandinavian Journal of Medicine and Science in Sports*
- *Sex Roles*
- *Social Cognition*
- *Social Psychology*
- *Social Psychology and Personality Science*

Teaching

courses

- Psychological Approaches to Social Issues (2018-)
- Moral Psychology Honors Seminar (2013-17)
- Personality Psychology (2012-13)
- Developmental Psychology (2010, 2012-17)

supervision

- Honours Thesis
 - Juan Pablo Cabildo (2017-18)
 - Ari Decter-Frain, Ruth Vanstone, Lauren Lischka (2015-16)
 - L’joreti Soto (2014-15)
 - Harrison Oakes, Nicola Schaefer, Caitlin Tell, Kris Merrells (2013-14)
 - Sarah Nicolau (2012-13)

Conference Presentations (select)

Frimer, J. A. (2017, April). Donald Trump is President? Diagnosing the American voter’s affections. Invited paper presented at the meeting of the Midwestern Psychological Association (MPA), Chicago.

Frimer, J. A. (2016, February). Liberals have a holy of holies too: Perceptions of harm and desecration in liberals’ condemnation of environmental destruction. In J. A. Frimer & K. Gray (Chairs), *Purity and harm in the American Culture War: A debate on the structure of morality*. Symposium to be presented at the meeting of the Society for Personality and Social Psychology (SPSP), San Diego.

Frimer, J. A. (2014, October). Do moral talkers walk the moral walk? In T. R. Cohen & J. A. Frimer (Chairs), *Character in context: Diverse approaches to the study of unethical behavior*. Symposium presented at the meeting of the Society of Experimental Social Psychology (SESP), Columbus.

Frimer, J. A., Wright, J. C., & Gaucher, D. (2014, February). Do conservatives really moralize obedience to authority? In J. A. Frimer & L. J. Skitka (Chairs), *Are conservatives really from Mars and liberals from Venus? The psychological processes underlying individual*

- differences in morality and ideology*. Symposium presented at the meeting of the Society for Personality and Social Psychology (SPSP), Austin.
- Frimer, J. A. (2013, June). Universal moral foundation: Liberals and conservatives agree about moral heroes. Poster presented at the meeting of the Association for Research on Personality (ARP), Charlotte.
- Frimer, J. A. (2012, January). Agency as a means to an end in the moral life: A study of Time magazine's influential figures. In J. Adler & D. McAdams (Chairs), *Authoring an agentic life: The powerful theme of agency in personal narratives*. Symposium presented at the meeting of the Society for Personality and Social Psychology (SPSP), San Diego.
- Frimer, J. A., Walker, L. J., & Dunlop, W. L. (2011, June). The integration of agency and communion in moral personality: Evidence of enlightened self-interest. In R. M. Furr & J. Tackett (Chairs), *Rising Stars Symposium*. Symposium presented at the meeting of the Association for Research in Personality (ARP), Riverside, CA.
- Frimer, J. A., & Walker, L. J. (2011, April). The problem with becoming morally sensitive: Reconciling the demarcation of the personal and moral domains. In L. J. Walker (Chair), *Shifting interactions between the personal and moral domains through development*. Symposium presented at the meeting of the Society for Research in Child Development (SRCD), Montréal.
- Dunlop, W. L., Walker, L. J., Frimer, J. A., & Matsuba, M. K. (2011, February). *Identifying moral exemplars in emerging adulthood: The centrality of personal identity and ideology*. Paper presented at the meeting of the Society for Research on Identity Formation (SRIF), Daytona Beach, FL.
- Frimer, J. A. (Chair). (2010, November). *The reconciliation model: Accounting for the mature moral self*. Symposium presented at the meeting of the Association for Moral Education (AME), St. Louis, MO.
- Frimer, J. A., & Walker, L. J. (2010, June). Reconciling self and morality: A new approach to moral identity development. In T. Krettenauer (Chair), *The moral self: Personality versus identity*. Symposium presented at the meeting of the Jean Piaget Society (JPS), St. Louis, MO.
- Walker, L. J., Frimer, J. A., & Dunlop, W. L. (2010, April). *Paradigm assumptions about moral behavior: An empirical battle royal*. Paper presented at the Third Herzliya Symposium on Personality and Social Psychology, Herzliya, Israel.
- Frimer, J. A., Walker, L. J., & Dunlop, W. L. (2010, January). *Integrated motives of agency and communion evidenced in moral heroes*. Paper presented at the meeting of the Society for Personality and Social Psychology (SPSP), Las Vegas, NV.
- Walker, L. J., Frimer, J. A., & Dunlop, W. L. (2009, July). Agency and communion: Competing or synergistic? In T. Krettenauer (Chair), *The self model in moral psychology: Current issues and future prospects*. Symposium presented at the meeting of the Association for Moral Education (AME), Utrecht, The Netherlands.
- Frimer, J. A., & Walker, L. J. (2009, April). *Values embedded in narrative: A new empirical approach for moral centrality*. Paper presented at the meeting of the Society for Research in Child Development (SRCD), Denver.

- Frimer, J. A., & Walker, L. J. (2008, November). Towards a new paradigm of moral personhood. In D. C. Reed (Chair), *Toward an integrated model of moral functioning*. Symposium presented at the meeting of the Association for Moral Education (AME), Notre Dame, IN.
- Walker, L. J., & Frimer, J. A. (2008, June). *The diverse personalities of moral heroism*. Paper presented at the meeting of the Canadian Psychological Association (CPA), Halifax, NS. (abstract published in *Canadian Psychology*, 2008, 49(2a), 26.)
- Frimer, J. A. (2008, March). *Zooming in, zooming out*. Paper presented at the conference on New Directions in Moral Theory, Research, and Practice, Cornell University, Ithaca, NY.
- Walker, L. J., & Frimer, J. A. (2007, November). *Transcendence in the lives of moral exemplars: Addressing moral psychology's blind-spot*. Paper presented at the meeting of the Association for Moral Education (AME), New York.
- Frimer, J. A., & Walker, L. J. (2007, March). *Agency in moral action*. Paper presented at the meeting of the Society for Research in Child Development (SRCD), Boston.
- Walker, L. J., Matsuba, M. K., & Frimer, J. A. (2007, February). *Does moral personality bridge the judgment-action gap?* Paper presented at the Conference on Emerging Adulthood, Tucson, AZ.
- Walker, L. J., & Frimer, J. A. (2006, June). *Developmental roots of moral exemplarity*. Paper presented at the meeting of the Canadian Psychological Association, Calgary, AB. (abstract published in *Canadian Psychology*, 2006, 47(2a), 189-190.)
- Frimer, J. A., & Walker, L. J. (2005, November). The personal strivings of moral exemplars. In L. J. Walker (Chair), *Moral exemplarity*. Symposium presented at the meeting of the Association for Moral Education (AME), Boston.
- Walker, L. J., & Frimer, J. A. (2005, April). *Goal motivation of moral exemplars*. Paper presented at the meeting of the Society for Research in Child Development (SRCD), Atlanta.