

**SRI SIDDHI N. UPADHYAY****E-mail:** upadhyay@jmu.edu**Office Phone:** 540-568-3163**EDUCATION**

<b>Ph.D. Cognitive Psychology</b>	<b>Binghamton University</b>	<b>2018</b>
<b>M.S. Psychology</b>	<b>Binghamton University</b>	<b>2015</b>
<b>B.A. Psychology &amp; English</b>	<b>Kent State University</b>	<b>2012</b>

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**PROFESSIONAL EXPERIENCE**

Assistant Professor, Department of Psychology, James Madison University 2018 – present

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**GRANTS, HONORS, & AWARDS**

JMU The Innovative Efforts Award (IDEA) Grant, \$3600	2019
<i>Nominated: Society for the Teaching of Psychology Teaching Excellence Award</i>	2023
<i>Nominated: JMU CHBS Outstanding Junior Faculty Award</i>	2020, 2022
<i>Department AUH's Nominee: the Provost's Award in Research &amp; Scholarship</i>	2023

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**PEER-REVIEWED JOURNAL ARTICLES (recent listed first), \* = student co-author**

- Upadhyay, S. S. N.,** Brusnighan, S. M., & Folk, J. R. (2022). Readers Accurately Monitor their Incidental Word Learning Success during Silent Reading. *Acta Psychologica*, 228, 103653. DOI: <https://doi.org/10.1016/j.actpsy.2022.103653>
- Upadhyay, S. S. N.,** Merrell, L.K., & Temple, A., & Henry, D.S. (2022). Exploring the Impact of Instruction on College Students' Health Insurance Literacy. *Journal of Community Health*, 1-7. DOI: <https://doi.org/10.1007/s10900-022-01096-2>
- Upadhyay, S. S. N.,** Houghton, K. J.\*, & Klin, C. M. (2019). Is “few” always less than expected?: The influence of story context on readers’ interpretation of natural language quantifiers. *Discourse Processes*, 56(8), 708-727. DOI: 10.1080/0163853X.2018.1557006

Gregg, J., **Upadhyay, S. S. N.**, Kuntzleman, K., Sacchi, E., & Westerman, D. L. (2019). Parallel Effects of Task Difficulty on Attributions about the Past and the Future. *Acta Psychologica*, 193, 96-104. DOI: <https://doi.org/10.1016/j.actpsy.2018.12.007>

Houghton, K. J., **Upadhyay, S. S. N.**, & Klin, C. M. (2018). Punctuation in text messages may convey abruptness. *Computers in Human Behavior*, 80, 112-121.

Gunraj, D. N., **Upadhyay, S. S. N.**, Houghton, K. J., Westerman, D. L., & Klin, C. M. (2017). Simulating a story character's thoughts: Evidence from the directed-forgetting task. *Journal of Memory and Language*, 96, 1-8.

Gunraj, D. N., Drumm-Hewitt, A. M., Dashow, E. M., **Upadhyay, S. S. N.**, & Klin, C. M. (2016). Texting insincerely: The role of the period in text messaging. *Computers in Human Behavior*, 55, 1067-1075.

### CONFERENCE PRESENTATIONS (*recent listed first*), \* = *student co-author*

Phillips, Nicklas C.\*, Johnston, T.\*, Morrissey, C.\*, Riccio, E.\*, Steinbach, M.\*, Wade, R.\*, **Upadhyay, S.S.N.**, Timing is Everything: The Importance of Prompt Responses in Texting. Poster to be presented at the 2023 Annual Convention of the Association for Psychological Science, May 2023, Washington D.C..

Morrissey, C.\*, Phillips, N.C.\*, **Upadhyay, S.S.N.**, Gunraj, D.N., Johnston, T.\*, Riccio, E.\*, Steinbach, M.\*, Wade, R.\*. Sparkle or Skull: On the Situational Selection of Object Emoji. Poster presented at the 94<sup>th</sup> Annual Meeting of the Eastern Psychological Association, March 2023, Boston MA.

Phillips, N.C.\*, **Upadhyay, S.S.N.**, Gunraj, D.N., Johnston, T.\*, Morrissey, C.\*, Riccio, E.\*, Steinbach, M.\*, Wade, R.\*. Adding a Trumpet to Soften the Blow: Object Emoji Influence Text Interpretation. Poster presented at the 94<sup>th</sup> Annual Meeting of the Eastern Psychological Association, March 2023, Boston MA.

Arp, A.M.\*, Phillips, N.C.\*, **Upadhyay, S.S.N.**, Gunraj, D.N., Brayton, E.\*, Love, L.\*, Neddermeyer, O.\*, West, C.\*, Wilson, B.\*, Biondo, A.\*, & Rossi, H.\* This Dude Sent Me a Trumpet Emoji: On the Relationship Between Non-Face Emoji and Text Valence. Poster presented at the 32<sup>nd</sup> Annual Meeting of the Society for Text and Discourse, July 2022. (Presented virtually due to the COVID-19 pandemic).

Phillips, N.C.\*, Arp, A.M.\*, **Upadhyay, S.S.N.**, Gunraj, D.N., Brayton, E.\*, Love, L.\*, Neddermeyer, O.\*, West, C.\*, & Wilson, B.\* How Negative Emoji Change the Tone of Text Messages. Poster presented at the 93<sup>rd</sup> Meeting of the Eastern Psychological Association, March 2022, New York NY.

Arp, A.M.\*, **Upadhyay, S.S.N.**, Gunraj, D.N., Akers, J.\*, Boyce, D.\*, Brayton, E.\*, & Christensen, S.\* How Does Emoji Valence Impact Text Message Interpretation?. Poster presented at the 31<sup>st</sup> Annual Meeting of the Society for Text and Discourse, August 2021. (Presented virtually due to the COVID-19 pandemic).

**Upadhyay, S.S.N., Poirier, R.C.\*, Houghton, K.J., & Klin, C. M.** How Do Positive Natural Language Quantifiers Convey Shortfall?. Poster presented at the 31st Annual Meeting of the Society for Text and Discourse, August 2021. (Presented virtually due to the COVID-19 pandemic).

**Upadhyay, S.S.N., Folk, J. R.** Readers Accurately Monitor their Incidental Word Learning Success during Silent Reading. Poster to be presented at the 2021 Annual Meeting of the Eastern Psychological Association, March 2021, Philadelphia PA. (Presented virtually due to the COVID-19 pandemic).

**Upadhyay, S.S.N., Poirier, R.C.\*, Houghton, K.J.\*, & Klin, C. M.** A Change in Focus: The Influence of Natural Language Quantifiers. Poster presented at the 30<sup>th</sup> Annual Meeting of the Society for Text and Discourse, July 2020, Atlanta, GA. (Presented virtually due to the COVID-19 pandemic).

Houghton, K.J., **Upadhyay, S. S. N., & Klin, C. M.** Do Readers Remember What Story Characters Remember? Poster presented at the 27<sup>th</sup> Annual Meeting of the Society for Text and Discourse, July 2017, Philadelphia, PA.

**Upadhyay, S. S. N., Houghton, K., & Klin, C. M.** Do Readers Represent Story Characters' Accents? Talk presented at the 27<sup>th</sup> Annual Meeting of the Society for Text and Discourse, July 2017, Philadelphia, PA.

**Upadhyay, S. S. N., Houghton, K., & Klin, C. M.** Representing the Voice of a Story Character. Poster presented at the 57<sup>th</sup> Annual Meeting of the Psychonomic Society, November 2016, Boston, MA.

Gregg, J., **Upadhyay, S. S. N., Kuntzelman, K., Sacchi, E., & Westerman, D. L.** Parallel Effects of Task Difficulty on Remembering and Forecasting. Poster presented at the 57<sup>th</sup> Annual Meeting of the Psychonomic Society, November 2016, Boston, MA.

**Upadhyay, S. S. N. & Klin, C. M.** Natural Language Quantifiers: How Readers Comprehend "Few" and "A Few." Poster presented at the 56th Annual Meeting of the Psychonomic Society, November 2015, Chicago, IL.

**Upadhyay, S. S. N., Gunraj, D. N., & Klin, C. M.** Do Readers Forget What Story Characters Forget? Using the Directed-Forgetting Paradigm to Investigate Narrative Representation. Poster presented at the 25<sup>th</sup> Annual Meeting of the Society for Text & Discourse, July 2015, Minneapolis, MN.

**Upadhyay, S. S. N. & Klin, C. M.** A Change in Focus: How Readers Process Natural Language Quantifiers. Poster presented at the 55th Annual Meeting of the Psychonomic Society, November 2014, Long Beach, CA.

## **MENTORED STUDENT PRESENTATIONS**

Brayton, E.\*, Love, L.\*, Neddermeyer, O.\*, West, C.\*, Wilson, B.\*, Biondo, A.\*, & Rossi, H.\*

- How Negative Emoji Change the Tone of Text Messages. Poster presented at the James Madison University Psychology Student Symposium, Spring 2022.
- Akers, J.\*, Boyce, D.\*, Brayton, E.\*, Christensen, S.\*, & Arp, A.\* How Does Emoji Valence Impact Text Message Interpretation? (2021, April). Poster presented at the James Madison University Psychology Student Symposium, Spring 2021.
- Akers, J.\*, Arp, A.\*, Baker, E.\*, Christensen, S.\*, Corley, P.\*, Ellery, S.\*, Mariano, D.\*, Sifuentes, A.\* Do Readers Represent the Voices of Story Characters? (2020, April 20). Virginia Association for Psychological Science, Charlottesville, VA, United States. (Conference canceled due to COVID-19 Global Pandemic).
- Christensen, S.\* Fake News: The Effects of Misleading Headlines on Beliefs. (2020, April 20). Virginia Association for Psychological Science, Charlottesville, VA, United States. (Conference canceled due to COVID-19 Global Pandemic).
- Corley, P.\*, Mallory, T.\*, Peno, D.\*, & Rouse, C.\* Do Readers Represent the Voices of Story Characters? Poster presented at the James Madison University Psychology Student Symposium, Spring 2019.
- Christensen, S.\* Fake News: The Psychology of Misleading News Headlines. Poster presented at the James Madison University Honors College Symposium, Spring 2019.
- Fisher, J. S. J.\*, Nourmand, R.\*, Pinkus, S. J.\*, Upadhyay, S. S. N., & Houghton, K. Texting: More than text! Poster presented at the Binghamton University Psi Chi Poster Fair, Spring 2016.
- Weinreb, K.\*, Nourmand, R.\*, Upadhyay, S. S. N., & Klin, C. M. Snapchat VS. Text in a Directed Forgetting Experiment. Poster presented at the Binghamton University Psi Chi Poster Fair, Spring 2015.
- Upadhyay, S. S. N., Gatto, A. J.\*, Luftman, N. R.\*, Sortino, C. E.\*, & Klin, C. M. Surprisingly, Few People Understand This: The Effects of Natural Language Quantifiers on Reading. Poster presented at the Binghamton University Psi Chi Poster Fair, Spring 2014.
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## **PROFESSIONAL AFFILIATIONS & SERVICE**

Eastern Psychological Association  
Women in Cognitive Science  
Society for Text & Discourse  
Society for the Teaching of Psychology (Division 2 of the American Psychological Association)  
Virginia Association for Psychological Science  
The Psychonomic Society

- Ad-hoc Reviewer, *Discourse Processes*, 2021 – present
- Ad-hoc Reviewer, *Cognition*, 2019 – present

- Society for Text & Discourse, member, 2016 – present
  - Eastern Psychological Association, member, 2020 – present
  - Women in Cognitive Science, member, 2015 – present
  - Women in Cognitive Sciences Faculty Mentor to two mentees at the 59th Annual Meeting of the Psychonomic Society, November 2018, New Orleans, LA.
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## **WORKSHOPS**

Selected to participate in Open Textbooks Workshop by JMU Libraries  
JMU Libraries Blended & Online Learning Institute

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## **RESEARCH IN THE MEDIA**

*Included are a few examples out of many.*

### **TIME**

Ending Texts With a Period Makes You Seem Insincere, Study Finds.  
<http://time.com/4141133/ending-texts-periods/?xid=fbshare>

### **NPR**

You Should Watch The Way You Punctuate Your Text Messages — Period  
<http://www.npr.org/sections/alltechconsidered/2015/12/20/459485722/you-should-watch-the-way-you-punctuate-your-text-messages-period>

### **THE WALL STREET JOURNAL**

In Texting, Punctuation Conveys Different Emotions. Period.  
<http://blogs.wsj.com/digits/2015/12/09/in-texting-punctuation-conveys-different-emotions-period/tab/print/>

### **FORTUNE**

Ending Texts With A Period Makes You Seem Insincere, Study Says  
<http://fortune.com/2015/12/08/texts-period-study-insincere/>

### **THE BRITISH PSYCHOLOGICAL SOCIETY: RESEARCH DIGEST**

Here's a clever demonstration of how we simulate the mental experiences of story characters  
<https://digest.bps.org.uk/2017/07/24/heres-a-clever-demonstration-of-how-we-simulate-the-mental-experiences-of-story-characters/>

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## **PROFESSIONAL CERTIFICATIONS**

Collaborative Institutional Training Initiative (CITI) Certified

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## **AVAILABLE UPON REQUEST:**

- **Selected collegial service**
- **Student theses supervised**