

Department of Psychology  
University of Kentucky  
104 Kastle Hall  
Lexington, KY, 40506  
USA  
will.gervais@uky.edu  
willgervais.com

January 2016

**Employment**

*University of Kentucky Psychology*  
Assistant Professor, 2012-present

**Education**

*PhD, University of British Columbia, Vancouver, Canada. 2012*

*Master of Arts, University of British Columbia, Vancouver, Canada. 2008*

*Bachelor of Science, Magna Cum Laude, University of Denver, Denver, CO. Major: Psychology. Minors: Anthropology and Biology. 2005*

**Publications**

- > 1050 citations
- h-index: 15
- !10 index: 18

30. **Gervais, W. M.**, & Najle, M. B. (2015). Learned Faith: The influences of evolved cultural learning mechanisms on belief in gods. *Psychology of Religion and Spirituality, 7*, 327-335.
29. Mudd, T., Ng, B. K. L., Najle, M. B., & **Gervais, W. M.** (2015). The origins of morality: Do concepts of innate morality reduce implicit feelings of distrust towards atheists? *Secularism and Nonreligion, 4*, 10.5334.
28. **Gervais, W. M.** (2015). Override the controversy: Analytic thinking predicts endorsement of evolution. *Cognition, 142*, 312-321.
27. **Gervais, W. M.**, Jewell, J. A., Najle, M. B., & Ng, B. K. (2015). A powerful nudge? Presenting calculable consequences of underpowered research shifts incentives toward adequately powered designs. *Social Psychological and Personality Science, 6*, 847-854.
26. **Gervais, W. M.** (in press). Mickey, Yahweh, & Zeus: Why cultural learning is essential for the evolutionary study of religion. In Shackelford, T., & Liddle, J. (eds) *Oxford Handbook of Evolutionary Perspectives on Religion*.

25. Najle, M. B., & **Gervais, W. M.** (in press). Dislike of and discrimination against atheists. In Zuckerman, P. (ed) *Beyond Religion*.
24. Ng, B. K. L., & **Gervais, W. M.** (in press). Religion and prejudice. Sibley, C. G., & Barlow, F. K. (eds) *The Cambridge Handbook of the Psychology of Prejudice*.
23. Najle, M. B., & **Gervais, W. M.** (in press). The nonreligious in religious societies. Shook, J., & Zuckerman, P. (eds) *The Oxford Handbook of Secularism*.
22. Norenzayan, A., Shariff, A. F., **Gervais, W. M.**, Willard, A. K., McNamara, R., Slingerland, E. & Henrich, J. (2014). The cultural evolution of prosocial religions. *Behavioral and Brain Sciences*, 1-86.
21. Lund, E. M., Najle, M. B., Ng, B. K. L., & **Gervais, W. M.** (2014). No global *kumbayah* implied: Religious prosociality as an inherently parochial phenomenon. *Journal for the Cognitive Science of Religion*.
20. **Gervais, W. M.** (2014). Everything is permitted? People intuitively judge immorality as representative of atheists. *PLoS ONE*, 9, e92302.
19. **Gervais, W. M.** (2014). Good for God? Religious motivation reduces perceived responsibility for, and morality of, good deeds. *Journal of Experimental Psychology: General*, 143, 1616-1626.
18. Norenzayan, A., & **Gervais, W. M.** (2014). Secular rule of law erodes believers' political intolerance of atheists. *Religion, Brain, and Behavior*
17. **Gervais, W. M.** (2013). Perceiving minds and gods: How mind perception enables, constrains, and is triggered by belief in gods. *Perspectives on Psychological Science*, 8, 380-394.
16. **Gervais, W. M.** (2013). In godlessness we distrust: Using social psychology to solve the puzzle of anti-atheist prejudice. *Social Psychology and Personality Compass*, 7, 366-377.
15. Norenzayan, A. & **Gervais, W. M.** (2013). The origins of religious disbelief. *Trends in Cognitive Sciences*, 17, 20-25.
14. **Gervais, W. M.** (2013). Religious cognitions. Chapter in V. Saroglou (Ed.), *Religion, personality, and social behavior*. (pp. 71-96). New York: Psychology Press.
13. **Gervais, W. M.** & Norenzayan, A. (2013). Religion and the origins of anti-atheist prejudice. In S. Clarke, R. Powell, & J. Savulescu (Eds.), *Intolerance and Conflict: A Scientific and Conceptual Investigation*. (pp. 126-146). Oxford, UK: Oxford University Press.
12. **Gervais, W. M.** & Norenzayan, A. (2012). Analytic thinking promotes religious disbelief. *Science*, 336, 493-496.
11. Norenzayan, A., **Gervais, W. M.**, & Trzesniewski, K. (2012). Mentalizing deficits constrain belief in a personal God. *PLoS ONE*, 7, e36880.

10. **Gervais, W. M.** & Norenzayan, A. (2012). Reminders of secular authority reduce believers' distrust of atheists. *Psychological Science*, *23*, 483-491.
9. **Gervais, W. M.** & Norenzayan, A. (2012). Like a camera in the sky? Thinking about God increases public self-awareness and socially desirable responding. *Journal of Experimental Social Psychology*, *48*, 298-302.
8. Norenzayan, A., & **Gervais, W. M.** (2012). The cultural evolution of religion. In E. Slingerland & M. Collard (Eds.) *Creating Consilience: Integrating science and the humanities*. (pp. 243-265). Oxford: Oxford University Press.
7. **Gervais, W. M.**, Shariff, A. F., & Norenzayan, A. (2011). Do you believe in atheists? Distrust is central to anti-atheist prejudice. *Journal of Personality and Social Psychology*, *101*, 1189-1206.
6. **Gervais, W. M.**, Willard, A., Norenzayan, A., & Henrich, J. (2011). The cultural transmission of faith: Why natural intuitions and memory biases are necessary, but insufficient, to explain religious belief. *Religion*, *41*, 389-410.
5. **Gervais, W. M.** (2011). Finding the faithless: Perceived atheist prevalence reduces anti-atheist prejudice. *Personality and Social Psychology Bulletin*, *37*, 543-556.
4. **Gervais, W. M.** & Henrich, J. (2010). The Zeus problem: Why representational content biases cannot explain faith in gods. *Journal of Cognition and Culture*, *10*, 383-389.
3. Schaller, M., Miller, G. E., **Gervais, W. M.**, Yager, S., & Chen, E. (2010). Mere visual perception of other peoples' disease symptoms facilitates a more aggressive immune response. *Psychological Science*, *21*, 649-652.
2. **Gervais, W. M.**, Reed, C. L., Beall, P. M., and Roberts, R. J. (2010). Implied body action directs spatial attention. *Attention, Perception, and Psychophysics*, *72*, 1437-1443.
1. Norenzayan, A., Shariff, A. F., & **Gervais, W. M.** (2010, commentary). The Evolution of Religious Misbelief. *Behavioral and Brain Sciences*, *32*, 531-532.

### **Under Review/Revision**

**Gervais, W. M.**, Xygalatas, D., McKay, R. T., van Elk, M., Buchtel, E. E., Aveyard, M., Dar-Nimrod, I., Svedholm-Häkkinen, A. M., Riekkki, T., Kundtová Klocová, E., Ramsay, J. E., & Bulbulia, J. (Under review). *PNAS*.

**Gervais, W. M.**, & Najle, M. B. (under review). How many atheists are there? *Psychological Science*.

Murray, D. M., Lund, E. M. & **Gervais, W. M.** (invited revision). Of germs and gods: Pathogen prevalence promotes religious belief. *Personality and Social Psychology Bulletin*.

Gervais, W. M. (invited resubmission). Is PET-PEESE a good fit for social psychology? *Research Synthesis Methods*.

Inzlicht, M., Gervais, W. M., & Berkman, E. T. (invited revision). News of ego depletion's demise is premature. *Journal of Experimental Psychology: General*.

### **Grants, Fellowships, Honors, and Awards**

- Rising Star. Association for Psychological Science (2015).
- Margaret Gorman Early Career Award, APA Division 36 (2014).
- The cognitive, cultural, and motivational underpinnings of religious disbelief (PI). The John Templeton Foundation. \$656k (2014-2017).
- College of Arts and Sciences Teaching Workshop (\$3k). Fostering engagement in large classes.
- Canadian Psychological Association's Certificate of Academic Excellence for Ph. D. Thesis: Watchful gods, watchful governments, and the peculiar psychological properties of anti-atheist prejudice (2012).
- American Psychological Association Division 36 (Psychology of Religion) Research Seed Grant, 2009 (\$300).
- Canadian Psychological Association's Certificate of Academic Excellence for MA Thesis: Do you believe in atheists? Trust and anti-atheist prejudice (2009).
- *Four Year Doctoral Fellowship*, Department of Psychology, University of British Columbia, 2009-2012 (\$20000).
- *University Graduate Fellowship*, Department of Psychology, University of British Columbia, 2008 (\$16000).
- *University Graduate Fellowship*, Department of Psychology, University of British Columbia, 2007 (\$13000).
- *MacDonald Fellowship*, Department of Psychology, University of British Columbia, 2007 (\$3000).
- *Elizabeth Young Lacey Scholarship in Psychology*, Department of Psychology, University of British Columbia, 2006 (\$14000).
- *Graduate entrance scholarship*, Department of Psychology, University of British Columbia, 2006 (\$3500).
- *International Partial Tuition Scholarship*, Department of Psychology, University of British Columbia, 2006-present (\$3338).
- *Phi Beta Kappa*, University of Denver, 2005.
- *Shaklee-Trowill Research Award, Best Senior Thesis in Psychology*, University of Denver, 2005.
- *Partners in Scholarship research grant*, University of Denver, 2004 (\$2500).
- *Bernard Spilka Undergraduate Scholarship in Psychology*, University of Denver, 2004 (\$2500).

**Refereed Conference Presentations***Select Talks & Symposia**\*\* Public/Popular Lectures*

- Gervais, W. M. (2015). The varieties of nonreligious experience. Invited award address. American Psychological Association, Toronto.
- Gervais, W. M. (2015). Folk intuitions of a religion-morality link. Invited special program symposium. Association for Psychological Science, New York.
- Gervais, W. M. (2015). The psychology of atheism. Invited special symposium chair at the annual meeting of the International Association for the Psychology of Religion, Istanbul, Turkey.
- \*\* Gervais, W. M. (2015). Anti-atheist prejudice (Plenary Address). National Convention of the American Humanist Association, Denver, CO.
- \*\* Gervais, W. M. (2015). Solving the puzzle of anti-atheist prejudice. National launch of Openly Secular ([openlysecular.org](http://openlysecular.org)), Orlando, FL.
- Gervais, W. M. (2015). Religious self as moral identity? Invited preconference talk, Society for Personality and Social Psychology.
- Gervais, W. M. (2014). No God? No good! Annual meeting of the Society for the Scientific Study of Religion, Indianapolis, IN.
- Gervais, W. M. (2014). Creationism: The science behind a science-religion controversy. Annual meeting of the Society for Experimental Social Psychology, Columbus, OH.
- Gervais, W. M. (2014). Perceiving minds and gods: Mind perception as a cognitive foundation for religious belief. Annual meeting of the European Association of Social Psychology, Amsterdam, Netherlands.
- Gervais, W. M. (2014). The causes and consequences of religious (dis)belief. Invited colloquium, Gettysburg College.
- Gervais, W. M. (2014). Of murderers and missionaries: The paradoxical perceived relationships between religion and morality. Invited talk at the Folk Theories and Everyday Beliefs pre conference session at the 15th meeting of the Society for Personality and Social Psychology, Austin, TX.
- Gervais, W. M. (2013, May). Symposium Chair: *Not Over Dinner: Dual-Process Approaches to Politics, Cooperation, Morality, & Religion*. Symposium presented at the 25<sup>th</sup> meeting of the Association for Psychological Science, Washington, D.C.
- Individual talk: Analytic thinking promotes religious disbelief

- Gervais, W. M. (2013, January). The varieties of nonreligious experience: A four factor model of religious (dis)belief. Invited talk at the Folk Theories and Everyday Beliefs preconference session at the 14<sup>th</sup> meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Gervais, W. M. (2012, January). The peculiar psychological properties of prejudice against atheists. Invited talk at the Religion and Spirituality preconference session at the 13<sup>th</sup> meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Gervais, W. M. (2011, August). God, government, and the peculiar properties of anti-atheist prejudice. Talk presented at the 1<sup>st</sup> annual Pacific Conference on Prejudice and Culture, August 25, Bellingham, WA.
- Gervais, W. M., Schaller, M., Chen, E., Miller, G., Yager, S. (2010). Mere visual perception of others' disease symptoms facilitates a more aggressive immune response. Talk presented at the 22<sup>nd</sup> annual meeting of the Human Behavior and Evolution Society, June 16-20, Eugene, OR.
- Gervais, W. M. (chair), Beit-Hallahmi, B., Caldwell-Harris, C. L., Edgell, P. (discussant), & Shariff, A. F. (discussant) (2009, October). Atheism, secularism, and the scientific study of religion. Symposium presented at the 2009 meeting of the Society for the Scientific Study of Religion, Denver, CO.
- Gervais, W. M. (2009, October). The cause of—and solution to—anti-atheist prejudice. Individual talk for “Atheism, secularism, and the scientific study of religion” symposium at the 2009 meeting of the Society for the Scientific Study of Religion, Denver, CO.
- Gervais, W. M. (chair), Hansen, I. G., & Smajic, A. (2009, October). Religion proper and its wicked partners: What is the relationship between religion and intolerance? Symposium presented at the 2009 meeting of the Society for the Scientific Study of Religion, Denver, CO.
- Gervais, W. M. (2009, October). Devotional religiosity, coalitional religiosity, and anti-atheist prejudice. Individual talk for “Religion proper and its wicked partners: What is the relationship between religion and intolerance?” symposium at the Society for the Scientific Study of Religion, Denver, CO.
- Willard, A. K. & Gervais, W. M. (2009, October). What’s behind the HADD? Talk presented at the 2009 meeting of the Society for the Scientific Study of Religion, Denver, CO.

### *Posters*

- Gervais, W. M. (2011, January). Analytic reasoning reduces religious belief. Poster presented at the Religion and Spirituality preconference session at the 12<sup>th</sup> meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Gervais, W. M. (2010, January). Finding the faithless: Perceived atheist prevalence reduces anti-atheist prejudice. Poster presented at the 11<sup>th</sup> meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Willard, A. K., Norenzayan, A., & Gervais, W. M. (2010, January). Strangers in the night: The effects of ambient darkness on the detection of human agency. Poster presented at the 11<sup>th</sup> meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Gervais, W. M. (2010, January). Reading God's mind: Mentalizing mediates gender differences in religious belief. Poster presented at the Religion and Spirituality preconference session at the 11<sup>th</sup> meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Gervais, W. M. & Norenzayan, A. (2009, February). Contact, retrospective contact, and prejudice against atheists. Poster presented at the Religion and Spirituality preconference session at the 10<sup>th</sup> meeting of the Society for Personality and Social Psychology, Tampa Bay, FL.

Gervais, W. M., Shariff, A. & Norenzayan, A. (2009, February). Freethinker as freerider: The context specificity of anti-atheist prejudice. Poster presented at the 10<sup>th</sup> meeting of the Society for Personality and Social Psychology, Tampa Bay, FL.

Gervais, W. M., Shariff, A. & Norenzayan, A. (2008, February). Do you believe in atheists? Trust and anti-atheist prejudice. Poster presented at the 9<sup>th</sup> meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Gervais, W. M. & Schaller, M. (2008, February). Reasoning about disease. Poster presented at the Evolutionary Psychology preconference session at the 9<sup>th</sup> meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Gervais, W. M., Reed, C.L., Beall, P.M., Roberts, R.J., Ho, M. & McCarley, K. (2005, November). Human action directs attention. Grasping attention. Paper presented at the 45<sup>th</sup> Meeting of the Psychonomic Society, Toronto, ONT.

### **Teaching Experience**

- *Assistant Professor*, Department of Psychology, University of Kentucky. (Fall 2012-present).
  - PSY 440. Advanced Research Methods in Social Psychology
  - A&S 300. The Meaning of Life: Psychology, Evolution, Religion, and Morality
  - PSY 779. Graduate Seminar: Culture, Religion, Evolution, and Morality.
  - PSY 779. Graduate Seminar: Social Psychology Methods.
- *Sessional Instructor*, Department of Psychology, University of British Columbia. (Summer 2011-2012). PSYC 217: Psychology Research Methods.

- *Teaching Assistant*, Department of Psychology, University of British Columbia. (Spring, 2011). Psychology of Religion.
  - Guest Lecture, *Atheism and Secularism*
- *Teaching Assistant*, Department of Psychology, University of British Columbia. (Fall, 2010) Cultural Psychology.
- *Teaching Fellow*, Department of Psychology, University of British Columbia. (Fall, 2007- 2011) Thinking Clearly About Psychology (Research Methods).
  - Guest Lecture, *Sampling and Generalizability*
  - Taught lab section
  - I served as a TF for this course a total of 5 times
- *Teaching Fellow*, Department of Psychology, University of British Columbia. (Spring, 2007-2009) Social Psychology.
- *Teaching Assistant*, Department of Psychology, University of British Columbia. (Spring, 2007) Introductory Psychology.
- Completed Psychology Department Teaching Assistant Development Day, September, 2008.
- Graduate Teaching Assistant Mentor, 2009-2010

### **Graduate Research Employment**

- *Research Assistant*, Department of Psychology, University of British Columbia. (2006-2012). Working with Ara Norenzayan on the causes and consequences of religious (dis)belief.
- *Research Assistant*, Department of Psychology, University of British Columbia. (2006-2012). Working with Mark Schaller on the behavioral immune system.

### **Mentorship of Undergraduate Research**

- Lab director: Beliefs and Morality (BAM!) Lab, University of Kentucky.
- Completed Psychology Department Mentorship Certificate program, May, 2009.
- *Volunteer Research Assistants*, 2006-present
- *Honors Student Supervisor*, 2007-2008, 2010
- *Directed Studies Mentor*, 2007-2008, 2010-2011

### **Departmental Service Activities**

- UK Social Psychology Search Committee (2014)
- UK Psychology Curriculum Committee
- Graduate representative to the Colloquium Committee, 2010-2011
- Co-President, U.B.C. Psychology Graduate Student Council, 2009-present
- Treasurer, U.B.C. Psychology Graduate Student Council, 2008-present
- PsychFest Coordinator, U.B.C. Psychology Graduate Student Council, 2008-2009.



- Social/Personality Area Representative, U.B.C. Psychology Graduate Student Council, 2007-present
- Co-chair, Social/Personality Workshop Committee, 2007-2008.

**Professional Memberships**

- Society for Personality and Social Psychology
- Association for Psychological Science
- American Psychological Association Division 36: Psychology of Religion

**Reviewer/Editorial Experience**

***Editorial Board Member***

- *Secularism and Nonreligion*

***Guest Article Editor***

- *SageOPEN*

***Select Ad Hoc Reviewer History***

- *Proceedings of the National Academy of Sciences*
- *Behavioral and Brain Science*
- *Psychological Bulletin*

- *Journal of Personality and Social Psychology*
- *Psychological Science*
- *Journal of Experimental Social Psychology*
- *Perspectives on Psychological Science*
- *Personality and Social Psychology Bulletin*
- *Social Psychology and Personality Science*
- *Religion, Brain, and Behavior*
- *International Journal for the Psychology of Religion*
- *Social Neuroscience*

**Research References**

Dr. Ara Norenzayan  
Associate Professor, Social Psychology  
University of British Columbia  
2136 West Mall  
Vancouver, BC, V6T 1N4  
ara@psych.ubc.ca

Dr. Mark Schaller  
Professor, Social Psychology  
University of British Columbia 2136 West  
Mall  
Vancouver, BC, V6T 1N4  
schaller@psych.ubc.ca

Dr. Joseph Henrich  
Professor, joint appointment in Social  
Psychology and Economics  
Canada Research Chair in Culture,  
Cognition, and Coevolution  
University of British Columbia  
2136 West Mall  
Vancouver, BC, V6T 1N4  
henrich@psych.ubc.ca

Dr. Steven J. Heine  
Professor, Social Psychology  
University of British Columbia 2136 West  
Mall  
Vancouver, BC, V6T 1N4  
heine@psych.ubc.ca

**Teaching Reference**

Dr. Catherine D. Rawn  
Instructor 2 (Tenured Teaching Stream)  
University of British Columbia Psychology  
2136 West Mall  
Vancouver, BC, V6T 1N4  
cdrawn@psych.ubc.ca

**Departmental References**

Dr. Bob Lorch  
Department Chair  
Professor  
University of Kentucky  
Psychology  
Kastle Hall  
Lexington, KY, 40506-0044  
rlorch@uky.edu