

Paula M. Brochu

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 Social Science Centre, Room 6327, London, Ontario, Canada N6A 5C2
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RESEARCH INTERESTS

Diversity; Intergroup relations; Stereotyping, prejudice, and discrimination; Stigma; Weight bias

EDUCATION

2011 (expected)	Doctor of Philosophy (Ph.D.), Social Psychology University of Western Ontario
2007	Master of Science (M.Sc.), Social Psychology University of Western Ontario
2005	Bachelor of Arts (B.A.) Honours, Psychology University of Saskatchewan

AWARDS AND SCHOLARSHIPS

2011-2013	Social Sciences and Humanities Research Council (SSHRC) Postdoctoral Fellowship Award, \$81,000
2011	SPSP Travel Award, \$500
2008-2011	SSHRC Canada Graduate Scholarship-Doctoral, \$105,000
2008	Ontario Graduate Scholarship, \$15,000 (declined)
2008	Leola E. Neal Award (most outstanding Master's thesis in psychology) Department of Psychology, University of Western Ontario, \$450
2008	SPSSI Travel Award, \$500
2008	Brendan Gail Rule Award Finalist (best presentation by graduate student) Social and Personality Section of CPA, \$50
2008	CPA Student Travel Award, \$150
2007-2008	University of Western Ontario Graduate Research Scholarship, \$5,500
2006-2008	Ontario Graduate Scholarship, \$30,000
2007	University of Western Ontario Graduate Research Award, \$750
2007	APA Student Travel Award, \$150
2005-2006	SSHRC Canada Graduate Scholarship-Master's, \$17,500
2005	Ontario Graduate Scholarship, \$15,000 (declined)
2005	Copland Prize in the Social Sciences (most distinguished graduate), University of Saskatchewan
2005	Gordon A. McMurray Prize in Psychology (most outstanding graduate), University of Saskatchewan, \$200
2005	Outstanding Academic Achievement in Psychology, St. Thomas More College, University of Saskatchewan
2005	Certificate of Academic Excellence (outstanding Honours thesis), CPA
1999-2004	University of Saskatchewan Scholarships, \$7,500

PUBLICATIONS

Brochu, P. M., & Esses, V. M. (in press). What's in a name? The effects of the labels 'fat' versus 'overweight' on weight bias. *Journal of Applied Social Psychology*.

Brochu, P. M., Gawronski, B., & Esses, V. M. (in press). The integrative prejudice framework and different forms of weight prejudice: An analysis and expansion. *Group Processes & Intergroup Relations*.

Gawronski, B., **Brochu, P. M.**, Sritharan, R., & Strack, F. (in press). Cognitive consistency in prejudice-related belief systems: Integrating old-fashioned, modern, aversive, and implicit forms of prejudice. To appear in B. Gawronski & F. Strack (Eds.), *Cognitive consistency: A unifying concept in social psychology*. New York, NY: Guilford Press.

Brochu, P. M., & Esses, V. M. (2009). Weight prejudice and medical policy: Support for an ambiguously discriminatory policy is influenced by prejudice-colored glasses. *Analyses of Social Issues and Public Policy*, 9, 117-133.

Brochu, P. M., Gawronski, B., & Esses, V. M. (2008). Cognitive consistency and the relation between implicit and explicit prejudice: Reconceptualizing old-fashioned, modern, and aversive forms of prejudice. In M. A. Morrison & T. G. Morrison (Eds.), *The Psychology of Modern Prejudice* (pp. 27-50). Hauppauge, NY: Nova Science Publishers.

Gawronski, B., Peters, K. R., **Brochu, P. M.**, & Strack, F. (2008). Understanding the relations between different forms of racial prejudice: A cognitive consistency perspective. *Personality and Social Psychology Bulletin*, 34, 648-665.

Brochu, P. M., & Morrison, M. A. (2007). Implicit and explicit prejudice toward overweight and average-weight men and women: Testing their correspondence and relation to behavioral intentions. *The Journal of Social Psychology*, 147, 681-706.

MANUSCRIPTS IN PREPARATION

Brochu, P. M., Esses, V. M., & Maio, G. R. (2011). *The justification of discrimination in forced choice employment decisions*.

Brochu, P. M., Garcia, D. M., Smith, H. J., & Esses, V. M. (2011). *Ironic effects of ambiguous weight stigmatization on the regulation of eating behavior*.

RESEARCH REPORTS

Brochu, P. M. (2011). Prince Edward Island settlement strategy: A summary. In *Integration and Inclusion of Newcomers and Minorities in Canada*.

- Esses, V. M., Tossutti, L., **Brochu, P.**, Kelly, P., & Medianu, S. (2011). *Annotated bibliography on the settlement of newcomers in Canada*. Prepared for Citizenship and Immigration Canada.
- Esses, V., **Brochu, P.**, Camman, C., Raza, M., Bradford, N., Hamou, N. et al. (2010, May). *London & Middlesex Local Immigration Partnership Community Capacity and Needs Report*.
- Abu-Ayyash, C., & **Brochu, P.** (2006, Summer). The uniqueness of the immigrant experience across Canada: A closer look at the region of Waterloo. *Our Diverse Cities*, 2, 20-26.
- Brochu, P.**, & Abu-Ayyash, C. (2006, Summer). Barriers and strategies for the recruitment and retention of immigrants in London, Ontario. *Our Diverse Cities*, 2, 27-30.
- Abu-Ayyash, C., Maxwell-Smith, M., & **Brochu, P.** (2006, March). *Profiling Ottawa as a second tier immigration city in Ontario: How does Ottawa attract and retain newcomers?* Prepared for The Metropolis Project, Citizenship and Immigration Canada.
- Brochu, P.**, Abu-Ayyash, C., & Maxwell-Smith, M. (2006, March). *Profiling London as a second tier immigration city in Ontario: How does London attract and retain newcomers?* Prepared for The Metropolis Project, Citizenship and Immigration Canada.
- Maxwell-Smith, M., **Brochu, P.**, & Abu-Ayyash, C. (2006, March). *Profiling Kitchener-Waterloo as an immigration destination city in Ontario: How does the Region of Waterloo attract and retain newcomers?* Prepared for The Metropolis Project, Citizenship and Immigration Canada.

CONFERENCE PRESENTATIONS

*denotes student

- Brochu, P. M.**, & Esses, V. M. (2011, May). *The predictive value of belief in a just world, right wing authoritarianism, and social dominance orientation on weight bias*. Poster to be presented at the 23rd Annual Meeting of the Association for Psychological Science, Washington, DC.
- *Kim, J., **Brochu, P. M.**, & Esses, V. M. (2011, May). *The interactive influence of weight and health information on immigrant admissibility decisions*. Poster to be presented at the 23rd Annual Meeting of the Association for Psychological Science, Washington, DC.
- Brochu, P. M.**, Esses, V. M., & Maio, G. R. (2011, January). *Discrimination is not dead: Systematic discrimination in forced choice employment decisions*. Poster to be presented at the 12th Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.

- Brochu, P. M.,** Esses, V. M., & Maio, G. R. (2010, June). *The power of justification: Systematic discrimination in forced-choice employment decisions*. Paper presented at the 8th Biennial Convention for the Society for the Psychological Study of Social Issues, New Orleans, LA.
- *Shi, X., **Brochu, P. M.,** & Esses, V. M. (2010, June). *Who would go first? Understanding employment termination decisions from the aversive racism framework*. Poster presented at the 71st Canadian Psychological Association Annual Convention, Winnipeg, MB.
- Brochu, P. M.,** Garcia, D. M., *Smith, H. J., & Esses, V. M. (2010, January). *When intentions fail: Ambiguous exclusion increases stigma-reinforcing eating behaviors among women with weight concerns*. Poster presented at the 11th Annual Meeting of the Society for Personality and Social Psychology, Las Vegas, NV.
- Brochu, P. M.,** Gawronski, B., Peters, K. R., Strack, F., & Esses, V. M. (2009, June). *Cognitive consistency and the relation between different forms of prejudice: A review of the integrative prejudice framework*. Paper presented at the European Association of Social Psychology Small Group Meeting on "Cognitive Consistency as an Integrative Concept in Social Cognition", Wertheim, Germany.
- *Smith, H. J., Garcia, D. M., **Brochu, P. M.,** & Esses, V. M. (2009, June). *The ironic effects of ambiguous weight discrimination on eating behaviours in weight conscious individuals*. Poster presented at the 70th Canadian Psychological Association Annual Convention, Montreal, QC.
- Brochu, P. M.,** Esses, V. M., & Maio, G. R. (2009, May). *Between a rock and a hard place: The justification of prejudice*. Poster presented at the 21st Annual Convention of the Association for Psychological Science, San Francisco, CA.
- Brochu, P. M.** (2008, June). *Contemporary issues in the psychology of modern prejudice*. Symposium presented at the 69th Canadian Psychological Association Annual Convention, Halifax, NS.
- Brochu, P. M.,** & Esses, V. M. (2008, June). *Prejudice predicts the interpretation of ambiguously discriminatory medical policy*. Poster presented at the 7th Biennial Convention for the Society for the Psychological Study of Social Issues, Chicago, IL.
- Brochu, P. M.,** Esses, V. M., & Gawronski, B. (2008, June). *Understanding the relations between different forms of weight prejudice: The interplay of implicit evaluations, nonprejudicial goals, and perceived discrimination*. Paper presented at the 69th Canadian Psychological Association Annual Convention, Halifax, NS.
- Brochu, P. M.,** Esses, V. M., & Gawronski, B. (2008, May). *Understanding different forms of weight prejudice from the integrative prejudice framework*. Paper presented at the University of Waterloo-University of Western Ontario Social Psychology Conference, London, ON.

- Brochu, P. M., & Esses, V. M.** (2008, February). *The utility of old-fashioned and modern weight prejudice scales in predicting reactions to potential weight discrimination*. Poster presented at the 9th Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Gawronski, B., Peters, K. R., **Brochu, P. M., & Strack, F.** (2008, February). *Cognitive consistency and the relation between different kinds of prejudice: Implications for prejudice reduction*. Paper presented at the 9th Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Brochu, P. M., & Esses, V. M.** (2007, August). *Old-fashioned and modern weight prejudice: Scale development and validation*. Poster presented at the 115th American Psychological Association Annual Convention, San Francisco, CA.
- Brochu, P. M., & Esses, V. M.** (2007, June). *What's in a name? The effects of the label 'fat' versus 'overweight' in weight bias research*. Poster presented at the 68th Canadian Psychological Association Annual Convention, Ottawa, ON.
- Brochu, P. M., Esses, V. M., & Gawronski, B.** (2007, May). *Cognitive consistency in prejudice against the overweight: The interplay of implicit evaluations, egalitarian goals, and perceived discrimination*. Paper presented at the 79th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- Ellis, S. R., **Brochu, P. M., & Morrison, M. A.** (2006, June). *Gay men's and lesbian women's body image self-consciousness during physical intimacy*. Poster presented at the 67th Canadian Psychological Association Annual Convention, Calgary, AB.
- Ellis, S. R., **Brochu, P. M., & Morrison, M.** (2006, June). *Predictors of confidence in sexual functioning in a sample of university men and women*. Poster presented at the 67th Canadian Psychological Association Annual Convention, Calgary, AB.
- Harriman, R., Morrison, M., **Brochu, P., & Work, K.** (2006, June). *Perceptions of the growing Canadian population: Stereotypes of overweight individuals*. Paper presented at the 67th Canadian Psychological Association Annual Convention, Calgary, AB.
- Harriman, R., Morrison, M., **Brochu, P., & Work, K.** (2006, June). *Contemporary cultural representations of gay men and lesbian women in Canada: A content examination*. Paper presented at the 67th Canadian Psychological Association Annual Convention, Calgary, AB.
- Harriman, R., Morrison, M., **Brochu, P., & Work, K.** (2006, June). *Cultural and personal endorsement of stereotypes directed toward Aboriginal men and women in a Canadian university sample*. Paper presented at the 67th Canadian Psychological Association Annual Convention, Calgary, AB.

Brochu, P. M., Ellis, S. R., Morrison, M. A., Harriman, R. L., Morrison, T. G., & Bearden, A. G. (2005, June). *Men's and women's body consciousness during physical intimacy*. Poster presented at the 66th Canadian Psychological Association Annual Convention, Montreal, QC.

COURSE INSTRUCTOR

Summer 2011	Introduction to Social Psychology (distance education) University of Western Ontario
Fall 2010	Psychology and Diversity King's University College at the University of Western Ontario
Fall 2008	Psychology of Prosocial and Antisocial Behaviour University of Western Ontario

MENTOR

Honours Thesis Supervisor, University of Western Ontario

2010-2011	Jean Kim
2009-2010	Xiyu Shi
2008-2009	Krysten Milne
2008-2009	Jennifer Brewe (in conjunction with Dr. Victoria Esses)
2007-2008	Carolyn Falls
2007-2008	Heather Smith (in conjunction with Drs. Donna Garcia and Victoria Esses)
2006-2007	Jenna-Lynn Sullivan (in conjunction with Dr. Victoria Esses)

TEACHING ASSISTANT

Winter 2011, 2006; Fall 2007, 2005	Introduction to Social Psychology University of Western Ontario
2009-2010; 2006-2007; 2004-2005	Introduction to Psychology King's University College at the University of Western Ontario, University of Western Ontario, University of Saskatchewan
Winter 2010	Psychology and Diversity King's University College at the University of Western Ontario
2009-2010	Abnormal Psychology King's University College at the University of Western Ontario
Winter 2009, 2008, 2007; Summer 2006	Introduction to Social Psychology (distance education) University of Western Ontario
Fall 2006; Winter 2006	Psychology of Prosocial and Antisocial Behaviour University of Western Ontario

PROFESSIONAL AFFILIATIONS

2006-present	Association for Psychological Science (APS)
2005-present	Society for Personality and Social Psychology (SPSP)
2005-present	Society for the Psychological Study of Social Issues (SPSSI)
2004-present	Canadian Psychological Association (CPA)
2004-present	American Psychological Association (APA)

SERVICE

2009-present	Ad Hoc Reviewer <i>Analyses of Social Issues and Public Policy</i> <i>Canadian Journal of Behavioural Science</i> <i>European Journal of Social Psychology</i> <i>Journal of Social Issues</i> <i>Social Psychological and Personality Science</i>
2009-present	Convention Abstract Reviewer, Canadian Psychological Association
2006-2010,	Councilor, Department of Psychology Society of Graduate Students, University of Western Ontario
2008-2010	Chair, Weight Issues Committee RiSE-UP, Association for Psychological Science (APS)
2008-2009	Ph.D. Student Representative, Social Psychology Area Committee University of Western Ontario
2007-2008	Member, Weight Issues Committee RiSE-UP, Association for Psychological Science (APS)
2006-2008	Member, Equity Issues Committee Society of Graduate Students, University of Western Ontario
2005-2008	Mass Testing Coordinator Social Psychology Area, University of Western Ontario
2005-2008	Campus Representative, University of Western Ontario Canadian Psychological Association (CPA)
2004-2005	University Life 101 Coach, University of Saskatchewan
2004-2005	Treasurer, University of Saskatchewan Psychology Students' Society

REFERENCES

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