Jordan S. Daley
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ACADEMIC APPOINTMENTS

Assistant Professor, Loyola University Chicago, Department of Psychology
August 2026 – Present, New York, NY
- Lab director and PI: Identities, Social Perceptions and Impressions (I-SPI) Lab

Provost's Postdoctoral Faculty Fellow, New York University, Department of Psychology
September 2023 – August 2026, New York, NY
Faculty mentor: Emily Balcetis

PROFESSIONAL MEMBERSHIPS

Society for Personality and Social Psychology, 2019 – Present

EDUCATION

Calvin College, September, 2012 – 2016
Grand Rapids, MI
Degree: BA, Psychology, Minors: Kinesiology and Spanish

Northwestern University, September, 2018 – June, 2020
Evanston, IL
Degree: MS, Social Psychology
Master's Thesis Title – *The Shades of Bias: Examining the Relationship Between Race and Skin-Tone Bias*
Master's Committee: Galen V. Bodenhausen and Daniel C. Molden

Northwestern University, September, 2018 – August 2023
Evanston, IL
Degrees: PhD, Social Psychology
- *Quantitative Certificate*, Department of Psychology
- *Teaching Certificate*, Searle Center for Advancing Teaching and Learning

Dissertation Title –
Skin-Deep Associations: A Developing Theory of Skin Tone Presentation and its Effects on Social Perception
Dissertation Committee: Galen V. Bodenhausen (Chair), Sylvia P. Perry, Nour Kteily, and Daniel C. Molden

HONORS AND AWARDS

ACADEMIC AND EXTRACURRICULAR

- Institute of Human Development and Social Change Affiliate, New York University, Fall 2024 – Summer 2026
- Diverse Pathways in Academia awardee, New York University, Stern School of Business, Winter 2023
- Community Enrichment Award, Northwestern University Psychology Department – For contributions to improving the departmental atmosphere and collective well-being, Spring 2021
- Dean's List all semester award – For semester and cumulative GPA of 3.5 or higher for each semester of undergraduate degree, Spring 2016
- CoSIDA First-Team Academic All-American – For student-athletes across athletic divisions in the United States who demonstrate an exemplary balance between academic and athletic achievements, Spring 2016

RESEARCH SUPPORT

- Balcetis, E. & **Daley, J.S.** (2024). Institute of Human Development and Social Change Community Partnership Seed Fund with BioBus. Direct Costs = $10,000.
- **Daley, J.S.** (Winter, 2023). Skin-Deep Associations: Investigating how skin tone drives social associations. FAS Postdoctoral Travel Grant Award. Direct Costs = $700.
- **Daley, J.S.** (2022, Fall). A Threatening Hue: The Relationship Between Threat and Skin Tone. Graduate Research Grant Northwestern University – The Graduate School. Direct Costs = $2,000.
- **Daley, J.S.**, Bodenhausen, G.V. (2021, Summer). Shades of Persuasion: Investigating the Link Between Target Skin Tone and Persuasiveness. Social Justice Mini-Grant Award Competition Northwestern University – Office of Diversity and Inclusion. Direct Costs = $2,500.
- Livny, A., Judd, N., Rezapour, R., **Daley, J.S.,** Etheridge, C. (2021, Summer). The Toxic Audience: Investigating Online Harassment of Local Journalists. SICSS Research Grant. Direct Costs = $4,000.
- Gallagher, N., **Daley, J.S.**, Bodenhausen, G.V. (2020, Spring). Putting an Outgroup Face on a Viral Threat: Effects of the COVID-19 Pandemic on Prejudice and Stereotyping in the U.S. Weinberg College COVID-19 Research Seed Fund Program. Northwestern University – Weinberg College of Arts and Sciences. Direct Costs = $12,000.
- **Daley, J.S.**, Bodenhausen, G.V. (2020, Spring). Shades of Bias: Examining Skin Color and Race. Association for Psychological Science (APS) Researching Injustice and Social Equality (RISE) award honorable mention. Association for Psychological Science. Direct Costs = $100.
- **Daley, J.S.**, Bodenhausen, G.V. (2019, Fall). Beyond Race: The Behavioral Implications of Skin Color. Dispute Resolution Research Center Research Grant, Fall 2019. Kellogg School of Management (at Northwestern University) Dispute Resolution Research Center. Direct Costs = $2,500.
- **Daley, J.S.**, Bodenhausen, G.V. (2020, February). Shades of Bias: Examining Skin Color and Race. Society for Personality and Social Psychology Diversity Graduate Travel award, Fall 2019. Society for Personality and Social Psychology. Direct Costs = $500.
- **Daley, J.S.**, Bodenhausen, G.V. (2019, Spring). Humanness From Color: The Roles of Race and Skin Tone in Attributions of Positive Human Qualities. Certificate of Excellence in recognition of First Place Poster – 2019 Black Graduate Student Association Graduate Research Conference. Northwestern University Black Graduate Student Association. Direct Costs = $100.

PEER-REVIEWED ARTICLES

Balcetis, E., **Daley, J.,** Choi, E., Cassidy, O., & Bragg, M. A. (2026). Seeing oneself in the feed: Racialized targeting in food marketing and its impact on adolescents' visual interest and unhealthy food preferences. *Journal of Experimental Social Psychology*, *126*, 104963. https://doi.org/10.1016/j.jesp.2026.104963

De La Rosa, N., **Daley, J. S.,** & Balcetis, E. (2026). Challenging fixed mindsets fosters belonging in leadership among adolescents from historically excluded groups. *Self and Identity*, 1–31. https://doi.org/10.1080/15298868.2026.2682150

Daley, J. S., & Bodenhausen, G. V. (2026). Beyond Black and White: The Differential Impact of Skin Tone and Racial Category Membership on Social Evaluation. *Social Cognition*, *44*(1), 19-45. https://doi.org/10.1521/soco.2026.44.1.19

Tao, B., **Daley, J. S,** Lexow, B., & Balcetis, E. (2025). Keeping the goal in sight and in mind: the association between visual attention and motivational mindsets among runners. *Journal of Experimental Social Psychology, 122*, 104822. https://doi.org/10.1016/j.jesp.2025.104822

Balcetis, E., **Daley, J. S,** Guenther, C.L., Riccio, M., Kemp, J., Lapitan, E., Pesantes, J.A., Voigt, A., Gu, Y., & Cole, S. (2025). Self-Regulation Via Visual Fixation: Effects of Strategic Shifting of Attentional Scope on Running Intensity. *Personality and Social Psychology Bulletin, 0*(0). https://doi.org/10.1177/01461672251343392

Daley, J.S., Ortiz, N., & Eagly, A.H. (2024). Impoverished ascriptions: Investigating stereotypes of single parents from a social role perspective. *Journal of Social and Personal Relationships.* https://doi.org/10.1177/02654075241288895

Gallagher, N.M.*, **Daley, J. S.***, & Bodenhausen, G. V. (2023). Linking Threats to an Outgroup: How COVID-19 Threat Appraisals Predict Differential Outgroup Attitudes. *Social and Personality Compass, 17(12),* e12882. https://doi.org/10.1111/spc3.12882 ***Shared first-authorship***

Daley, J. S.*, Gallagher, N.M.*, & Bodenhausen, G. V. (2022). The pandemic and the "perpetual foreigner": How threats posed by the COVID-19 pandemic relate to stereotyping of Asian Americans. *Frontiers in Psychology*, *13*: 821891. https://doi.org/10.3389/fpsyg.2022.821891 ***Shared first-authorship***

BOOK CHAPTERS

Landy, J.P., **Daley, J. S.,** & Balcetis, E. (2025). Making Meaning Through Motivated Perception: The Role of Construal. In Fujita, K, Fishbach, A., & Liberman, N. (Eds.), *The Psychological Quest for Meaning* (Chapter 6). Guilford Press.

Maddox, K. B., **Daley, J. S.,** & Bart-Plange, D. J. (2025). Reflections on Racial Stereotypes of One Hundred College Students: Katz & Braly (1933). In Selvanathan, H. & Jetten, J. (Eds.), *Political Psychology: Revisiting the classic studies* (Chapter 15). Sage College Publishing.

PUBLICATIONS IN PROGRESS

Daley, J. S., Atalay, S., Ray, N., & Bodenhausen, G. V. (under review). A Persuasive Complexion? On the dominance of racial category compared to relative skin tone among persuasive appeals.

Daley, J. S., March, D.S., & Bodenhausen, G. V. (under review). Skin-deep associations: Exploring the impact of skin tone on interpersonal beliefs across racial groups.

Balcetis, E., **Daley, J.S.**, Parsons, R., Griffiths, M.A., Martin, G.S., Lam, W.A., & Frediani, J. K. (under review). Expectations bias interpretation of diagnostic test results.

Balcetis, E., **Daley, J.S.**, Hall, Z., Dupuis, R., Tsai, K.A., & Bragg, M. A. (under review). Does Racial Congruency Promote Engagement with Social Media Ads? A Randomized Clinical Trial.

Daley, J. S., & Bart-Plange, D. J. (in prep). Social Psychology and Skin Tone: How social psychological research has advanced our understanding of colorism and skin-tone bias

Maddox, K. B., **Daley, J. S.,** Bart-Plange, D. J., Lakshmi, A., & Sun, Z (in prep). Insights and advances on Racial Phenotypicality Bias.

Daley, J.S., Partain, D., Klein, S.A.W., Sherman, J.W., Lei, R.F., & Bodenhausen, G.V. (in progress). Augmented associations: How skin tone influences racial associations and the underlying process.

Sissoko, D.R., Todd, T.L., **Daley, J.S**., & Waller, B. (in progress). The Effect of Skin-tone and Afrocentric Stereotypicality on Culpability Attributions.

INVITED TALKS

Daley, J.S., Bodenhausen, G.V. (2025, July). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented virtually at Boston College Department of Psychology. Boston, MA.

Daley, J.S., Bodenhausen, G.V. (2024, December). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented University of Delaware Department of Psychology Rutgers-Newark. Newark, NJ.

Daley, J.S., Bodenhausen, G.V. (2024, October). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented at University of Delaware Department of Psychology. Newark, DE.

Daley, J.S., Bodenhausen, G.V. (2024, September). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented at New York Society of Cosmetic Chemists symposium on "Skin Care Inclusivity: Caring for Melanated Skin. Madison, NJ.

Daley, J.S., Bodenhausen, G.V. (2024, June). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented at Hope College Department of Psychology. Holland, MI.

Daley, J.S., Bodenhausen, G.V. (2024, April). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented virtually at University of California, San Diego IMPACT Lab.

Daley, J.S., Bodenhausen, G.V. (2024, April). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented virtually at Florida State University March Research Lab.

Daley, J.S., Bodenhausen, G.V. (2024, March). *Skin-deep associations: How race and skin tone drive social attitudes and associations*. Presented virtually at University of Illinoi Urbana-Champaign Department of Psychology.

Daley, J.S., Bodenhausen, G.V. (2023, May). *Shades of persuasion: How race and skin tone relate to effective social appeal*. Presented at Northwestern University Kellogg Department of Marketing.

Daley, J.S., Bodenhausen, G.V. (2023, March). *Beyond black and white: Examining the relationship between race and skin-tone bias*. Presented at University of Wisconsin, Madison Department of Social Psychology.

SELECTED CONFERENCE PRESENTATIONS

Daley, J.S., Bodenhausen, G.V. (Expected: 2025, October). *Skin-deep associations: Investigating how skin tone drives social associations*. Talk to be presented at the Person Memory Interest Group annual meeting. Lisbon, Portugal.

Daley, J.S., Bodenhausen, G.V. (2024, February). *Skin-deep associations: Investigating how skin tone drives social associations*. Talk presented in a symposium at Society for Personality and Social Psychology (SPSP) conference. San Diego, CA.

Daley, J.S., Klein, S.A.W., Sherman, J.W., Lei, R.F., & Bodenhausen, G.V. (2024, February*). Augmented associations: How skin tone influences racial associations and the underlying process*. Data Blitz presented at Society for Personality and Social Psychology (SPSP) conference. San Diego, CA.

Daley, J.S., Klein, S.A.W., Sherman, J.W., Lei, R.F., & Bodenhausen, G.V. (2023, February*). Augmented associations: How skin tone influences racial associations and the underlying process*. Poster presented at Society for Personality and Social Psychology (SPSP) conference. Atlanta, GA.

Daley, J.S., Bodenhausen, G.V. (2022, February). *Beyond black and white: investigating skin-tone and race*. Poster presented at Group Processes and Intergroup Relations preconference as part of Society for Personality and Social Psychology (SPSP) conference. San Francisco, CA.

Daley, J.S., Gallagher, N., Bodenhausen, G.V. (2022, February*). Intergroup attitudes in the time of COVID-19*. Data Blitz presented at Society for Personality and Social Psychology (SPSP) conference. San Francisco, CA.

Daley, J.S., Eagly, A.H. (2021, February). *Mental images of parents: How agentic and communal are they?* Poster presented virtually at Society for Personality and Social Psychology (SPSP) conference.

Daley, J.S., Bodenhausen, G.V. (2020, June). *Shades of bias: Examining skin color and race*. Poster presented virtually at Association for Psychological Science (APS) Virtual Poster Showcase.

Daley, J.S., Bodenhausen, G.V. (2020, February). *Shades of bias: Examining skin color and race*. Poster presented at Society for Personality and Social Psychology (SPSP) conference, New Orleans, LA.

Daley, J.S., Bodenhausen, G.V. (2019, June). *Humanness from color: The roles of race and skin tone in attributions of positive human qualities*. Poster presented at The Ohio State University's Weary Symposium on Diversity and Social Identity, Columbus, OH.

Daley, J.S., Luchies, L.B. (2017, April). *Who does the talking? The effect of race on approval of teaching about racism*. Talk presented at the Midwestern Psychological Association (MPA), Chicago, IL.

Daley, J.S., Riek, B.M. (2016, April). *Aversive racism and common identity*. Paper presented at the Michigan Undergraduate Psychology Research Conference, Adrian, MI.

PROFESSIONAL RESEARCH EXPERIENCE

***Lead Consultant*, *DataWise Consulting*, Summer 2024 – Present**

- Designed, led, and managed client-facing research projects across a spectrum of topics and needs
- Facilitated collaboration, delegation of tasks, and supervision of task completion among team members
- Designed surveys, visualized data, produced reports, and helped clients make maximal use of insights

***Trainee, Summer Institute in Computational Social Science Participant (Chicago),* Summer 2021**

- Professional development with social scientists from academia, industry, and government
- Skill development in text as data, website scraping, digital field experiments, and machine learning
- Applied programming and coding skills to develop innovative research in a social science domain.

***Research Associate*, Calvin College Center for Social Research, Summer 2016 – Summer 2018**

- Interviewed, hired, trained, supervised, and supported student research assistants
- Assigned projects, ensured that deadlines were met, and maintained professionalism among employees
- Managed ongoing projects by designing surveys, facilitating data collection, and producing reports

TEACHING EXPERIENCE

Undergraduate Course Instructor of Record

Loyola University Chicago

- Psychology of Bias and Inclusivity, Fall 2026 – Present

New York University

- Data Literacy for Psychology, Spring 2026
- Social Psychology*, Department of Psychology*, Spring 2024 and Spring 2025

Northwestern University

- Psychology of Attitudes*, School of Professional Studies*, Winter 2023
- Research Methods in Psychology, *Department of Psychology*, Winter 2022

Course Teaching Assistant

Northwestern University

- Romantic Relationships, *Department of Psychology,* Spring 2023
- The Science and Strategy of Bias Reduction (Graduate Level), *Department of Management and Organizations*, Fall 2021 & Spring 2023
- Negotiations Fundamentals (Graduate Level*), Department of Management and Organizations*, Winter 2021 & Winter 2022
- Research Methods in Psychology, *Department of Psychology*, Winter 2021
- Developmental Psychology, *Department of Psychology,* Fall 2019
- Psychology of Attitudes, *Department of Psychology,* Fall 2019
- Social Psychology, *Department of Psychology, Fall 2019*

***Teaching Certificate Program Participant,* Searle Center for Advancing Teaching and Learning, Northwestern University, Fall 2021 – Spring 2022**

- Analyzed and reflected on disciplinary commitment to teaching through in-depth discussions
- Completed a Course Design Project, which included the development of various pedagogical tools and course resources for a course intended to be taught
- Prepared for the academic job market by preparing teaching portfolio material, with feedback from peers and mentors
- Attended six seminars, four workshops, and various mentorship meetings to help expand teaching preparation and knowledge

MENTORSHIP EXPERIENCE

***Lab Undergraduate Research Supervisor,* New York University, Fall 2023 – Present**

- Secure research funding for undergraduate research projects (total funding secured to date $4,000).
- Meet weekly with undergraduate students to develop research skills and interests
- Encourage, advise, and assist undergraduate student in the development and successful completion of research projects which include writing, creating stimuli, analyzing data, and presenting findings

***Lab Undergraduate Research Supervisor,* Northwestern University, Summer 2020 – Summer 2023**

- Secured funding to equitably compensate lab research assistants for their work (total funding secured $16,000)
- Trained research assistants on conducting research with human subjects, using various software systems
- Encouraged and advised research assistants in the development and successful completion of research projects related to their unique interests

***Chicago Public School High School Mentor*, iMentor Chicago, December 2018 – Summer 2023**

- Act as a champion in encouraging the path to college for a Chicago high school student
- Connect with mentee online once a week and in person once a month
- Empower and equip mentee to take on the challenges of applying to and graduating from college

Thesis Supervision and Support

New York University

- Yi Hung: Master's Thesis, "Political Trust Among Differing Ideologies", Expected Fall 2024 – Spring 2025
- Ainsley Hoh: Honor's Thesis, "The Dark Side of Representation: How Social Media Marketing Shapes Dietary Choices Among Minority Youth", Expected Fall 2024 – Spring 2025.
- Nalanda Ray: Master's Thesis, "How Socio-Cultural Orientations Relate to Perceived Vulnerability to Cybersecurity Threats", Fall 2023 – Spring 2024

Northwestern University

- Averi Muniz: Honor's Thesis, "Emotional Responsiveness in Digital Assistants: Do people like it?", Fall 2022 – Spring 2024.
- Lauren Masse: Honor's Thesis, "Society is more biased than I..or is it? A study of the instructed societal perspective as a mitigator of social desirability bias", Fall 2021 – Spring 2022

Undergraduate Research Grant Supervision

New York University

- Deans Undergraduate Research Fund: 2023-2024 School Year – Abi Rivera, Ainsley Hoh, Britney Anderson, Michael Guerrero, Max Crook
- Collegiate Research Initiative: 2024 Summer – Abi Rivera, Silvia Landa

Northwestern University

- Undergraduate Research Grants (Spring 2019 – Spring 2023): Nikolai Ortiz, Averi Muniz, Sinem Atalay, Jason Huang, Maddy Bagnall, Will Yuen

SERVICE EXPERIENCE

Coordinator, Peer Mentorship Program, New York University, Department of Psychology, Fall 2024 – Spring 2025

- Planned program details, including expectations and mentorship pairings
- Presented an overview of the motivations and justification for the program to the department

- Modelled mentorship, facilitated program successes, and monitored program progress

Black Graduate Student Association Executive Board Member, **Northwestern University Psychology, Winter 2022 – Summer 2023**

- Attended and organized association events, including general body, executive board, and special events
- Promoted information and events to nurture the wellbeing among graduate students
- Managed finances, communications, and general operations involved to sustain the organization

Graduate Leadership and Advocacy Council Department Representative, **Northwestern University Psychology, Spring 2021 – Summer 2023**

- Attended regular meetings with other leadership groups from around the department and University
- Disseminated and highlighted important, student-relevant information related to university operations
- Advocated on behalf on graduate student wellbeing

Area Prospective Student Recruitment Czar**, Northwestern University Social Psychology, September 2020 – Spring 2023**

- Communicated with prospective students invited for interviews to the program
- Coordinated with other students and members of the department to plan for prospective student interviews and visits
- Welcomed and hosted prospective students for interviews and introduction to our program by remaining be available for troubleshooting logistical details of recruitment weekend

Diversity Sneak Peek Facilitator**, Spring 2019 – Winter 2022**

- Reviewed and offered recommendations on visitors for the department's annual sneak peek visit.
- Served as a resource and facilitator for program events by assisting with the organization and communication around program events
- Shared experiences and insight with visitors that help facilitate graduate school admission and retention

RELEVANT GRADUATE COURSES TAKEN

Quantitative and Methodological

- Advanced Regression, Professor Elizabeth Tipton, Spring 2022
- Psychometric Theory, Professor William Revelle, Spring 2020
- Meta-Analysis, Larry V. Hedges, Winter 2020
- Methods in Social Psychology, Professor Mesmin Destin, Fall 2019
- Hierarchical Linear Models, Professor Larry V. Hedges, Spring 2019
- Statistics in Experimental Design, Professor J. Michael Bailey, Winter 2019
- Linear Models, Professor J. Michael Bailey, Fall 2018

Seminars in Social Psychology

- Diversity Science Seminar, Professor Onnie Rogers, Spring 2020
- Theories in Social Psychology, Professor Daniel C. Molden, Winter 2020
- Stereotyping and Prejudice, Professor Sylvia Perry, Winter 2020
- Psychology of Gender, Emeritus Professor Alice Eagly, Spring 2019
- Psychology of Attitudes, Professor Galen V. Bodenhausen, Winter 2019
- Motivated Thinking, Professor Daniel C. Molden, Fall 2018

Training and Pedagogy

Teaching of Psychology, Professor Renee Engeln, Fall 2019