David M. Sidhu, PhD

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RESEARCH FUNDING

2026-2031 SSHRC Insight Grant ($124,500) *Nonbinary Brand Names: Effects on Consumer Behavior and Implications for Brand Strategy.* (Co-Applicant)

2023-2028 NSERC Discovery Grant ($177,500) *The Cognitive Processes of Sound Symbolism.* (PI)

2023-2025 SSHRC Insight Development Grant ($69,244) *Name Sound Symbolism and Personality Judgments.* (PI, with P. Pexman & J. Bourdage, Co-Applicants)

PUBLICATIONS (45)

Trainees underlined.

Sidhu, D. M. (2027). Further predictors of iconicity. *Cognition.* doi: 10.1016/j.cognition.2026.106739

Sidhu, D. M., Peetz, J., & Burns, R. J. (2026). That sounds lean and light! Sound symbolism shapes food expectations. *Food Quality and Preference.* doi: 10.1016/j.foodqual.2026.106068

Sidhu, D. M., Parajuli, P., & Muraki, E. J. (2026). That sounds exciting! Emotional iconicity facilitates processing and recall. *Journal of Memory and Language.* doi: 10.1016/j.jml.2026.104769

Sidhu, D. M. (2026). The word "bed" looks like a bed: Orthographic iconicity in English. *Cognition.* doi: 10.1016/j.cognition.2026.106550

Godoy, M. C., Ananias, T. C., & **Sidhu, D. M.** (2026). Replicating the effects of iconicity in lexical decision task: A study in Brazilian Portuguese [Registered Report, Stage 1]. *Cadernos de Linguística.* doi: 10.25189/2675-4916.2026.v7.n1.id898

Liaw, P., **Sidhu, D. M.**, Reggin, L., & Pexman, P. M. (2025). Developing associations to the sounds of a name. *Developmental Science.* doi: 10.1111/desc.70107

Peetz, J., LeBlanc, C., Wells, T., Zohar, E., & **Sidhu, D. M.** (2025). On top of the hour: Preferences for scheduling and starting tasks at the beginning of the hour. *Canadian Journal of Experimental Psychology.* doi: 10.1037/cep0000382

Sidhu, D. M., Wingate, T. G., Bourdage, J. S., & Pexman, P. M. (2025). Would you hire Liam over Kirk? Name sound symbolism and hiring. *Acta Psychologica.* doi: 10.1016/j.actpsy.2025.104978

Sidhu, D. M. (2025). Sound symbolism in the lexicon: A review of iconic-systematicity. *Language and Linguistics Compass.* doi: 10.1111/lnc3.70006

Sidhu, D. M. & Peetz, J. (2024). Sounds of the future and past. *British Journal of Psychology.* doi: 10.1111/bjop.12753

Sidhu, D. M., Khachatoorian, N., & Vigliocco, G. (2023). Effects of iconicity in recognition memory. *Cognitive Science*. doi: 10.1111/cogs.13382

Sidhu, D. M., Athanasopoulou, A., Archer, S. L., Czarnecki, N., Curtin, S., & Pexman, P. (2023). The maluma/takete effect is late: No longitudinal evidence for shape sound symbolism in the first year. *PLOS ONE*. doi: 10.1371/journal.pone.0287831

Sidhu, D. M., & Vigliocco, G. (2022). I don't see what you're saying. The maluma/takete effect does not depend on the visual appearance of phonemes as they are articulated. *Psychonomic Bulletin & Review*. doi: 10.3758/s13423-022-02224-8

Sidhu, D. M., Vigliocco, G., & Pexman, P. (2022). Higher order factors in sound symbolism. *Journal of Memory and Language*. doi: 10.1016/j.jml.2022.104323

Sidhu, D. M., & Pexman, P. M. (2022). Is a boat bigger than a ship? Null results in the investigation of vowel sound symbolism on size judgments in real language. *Quarterly Journal of Experimental Psychology*. doi: 10.1177/17470218221078299

Kawakami, K., Friesen, J. P., Williams, A., Vingilis-Jaremko, L., **Sidhu, D. M.**, Rodriguez-Bailón, R., Cañadas, E., & Hugenberg, K. (2021). Impact of perceived interpersonal similarity on attention to the eyes of same-race and other-race face. *Cognitive Research: Principles and Implications*. doi: 10.1186/s41235-021-00336-8

Sidhu, D. M., & Pexman, P. M. (2021). Implications of the "Language as Situated" view for written iconicity. [Peer commentary on "Language is far less arbitrary than one thinks: Iconicity and indexicality in real-world learning and processing" by M. Murgiano, Y. Motamedi, & G. Vigliocco]. *Journal of Cognition*. doi: 10.5334/joc.159/

Sidhu, D. M., Westbury, C., Hollis, G., & Pexman, P. M. (2021). Sound symbolism shapes the English language: The maluma/takete effect in English nouns. *Psychonomic Bulletin & Review*. doi: 10.3758/s13423-021-01883-3

Sidhu, D. M., Williamson, J., Slavova, V., & Pexman, P. M. (2021). An investigation of iconic language development in four datasets. *Journal of Child Language*. doi: 10.1017/S0305000921000040

Vinson, D., Jones, M., **Sidhu, D. M.**, Lau-Zhu, A., Santiago, J., & Vigliocco, G. (2021). Iconicity emerges and is maintained in spoken language. *Journal of Experimental Psychology: General*. doi: 10.1037/xge0001024

Kim, J., **Sidhu, D. M.,** & Pexman, P. M. (2020). Effects of emotion and concreteness on children's recognition memory. *Frontiers in Psychology*. doi: 10.3389/fpsyg.2020.615041

Muraki, E., **Sidhu, D. M.**, & Pexman, P. M. (2020). Heterogenous abstract concepts: Is "ponder" different than "dissolve"? *Psychological Research*. doi: 10.1007/s00426-020-01398-x

Lee, K., **Sidhu, D. M.,** & Pexman, P. M. (2020). Teaching Sarcasm: Evaluating metapragmatic training for typically-developing children. *Canadian Journal of Experimental Psychology*. doi: 10.1037/cep0000228

Sidhu, D. M., Pexman, P. M., & Saint-Aubin, J. A. (2019). Is un stylo sharper than une épée? Investigating the interaction of sound symbolism and grammatical gender in English and French speakers. *PLOS ONE*. doi: 10.1371/journal.pone.0225623

Muraki, E., **Sidhu, D. M.**, & Pexman, P. M. (2019). Mapping semantic space: Property norms and semantic richness. *Cognitive Processing*. doi: 10.1007/s10339-019-00933-y

Sidhu, D. M., Vigliocco, G., & Pexman, P. M. (2019). Effects of iconicity in lexical decision. *Language and Cognition.* doi: 10.1017/langcog.2019.36

Sidhu, D. M., Deschamps, K., Bourdage, J., & Pexman, P.M. (2019). Does the name say it all? Investigating phoneme-personality sound symbolism in first names. *Journal of Experimental Psychology: General.* doi: 10.1037/xge0000662

Sidhu, D. M., & Pexman, P. M. (2019). The sound symbolism of names. *Current Directions in Psychological Science*, *28*, 398-402.

Lund, T., **Sidhu, D. M.**, & Pexman, P. M. (2019). Sensitivity to emotion information in children's lexical processing. *Cognition, 190,* 61-71.

Friesen, J. P., Kawakami, K., Vingilis-Jaremko, L., Caprara, R., **Sidhu, D. M.**, Williams, A., Hugenberg, K., Rodriguez-Bailon, R., Canadas, E., & Niedenthal, P. (2019). Gateways to the soul: The role of race and attention to the eyes in differentiating between true and false smiles. *Journal of Personality and Social Psychology.* doi: 10.1037/pspa0000139

Pexman, P. M., Muraki, E., **Sidhu, D. M.**, Siakaluk, P. D., & Yap, M. J. (2018). Quantifying sensorimotor experience: Body-object interaction ratings for more than 9,000 English words. *Behavior Research Methods, 51,* 453-466.

Sidhu, D. M., McDougall, K. H., Jalava, S. T., & Bodner, G. E. (2018). Prediction of beauty and liking ratings for abstract and representational paintings using subjective and objective measures. *PloS ONE*, *13*: e0200431. doi: 10.1371/journal.pone.0200431

Zdrazilova, L., **Sidhu, D. M.**, & Pexman, P. M. (2018). Communicating abstract meaning: concepts revealed in words and gestures. *Phil. Trans. R. Soc. B*, *373*, 20170138. doi: 10.1098/rstb.2017.0138

Westbury, C., Hollis, G., **Sidhu, D. M.**, & Pexman, P. M. (2018). Weighing up the evidence for sound symbolism: Distributional properties predict cue strength. *Journal of Memory and Language*, *99*, 122-150. doi: 10.1016/j.jml.2017.09.006

Sidhu, D. M., & Pexman, P. M. (2018). Five mechanisms of sound symbolic association. *Psychonomic Bulletin & Review*, *25,* 1619-1643. doi: 10.3758/s13423-017-1361-1

Sidhu, D. M., & Pexman, P. M. (2018). Lonely sensational icons: Semantic neighbourhood density, sensory experience and iconicity. *Language, Cognition and Neuroscience, 33,* 25-31. doi: 10.1080/23273798.2017.1358379

Sidhu, D. M., & Pexman, P. M. (2017). A Prime Example of the Maluma/Takete Effect? Testing for Sound-Symbolic Priming. *Cognitive Science, 41,* 1948-1987. doi: 10.1111/cogs.12438

Siakaluk, P., Newcombe, I., Duffels, B., Li, E., **Sidhu, D. M.**, Yap, M. J., & Pexman, P. M. (2016). Effects of emotional experience in lexical decision. *Frontiers in Psychology, 7*. doi: 10.3389/fpsyg.2016.01157

Sidhu, D. M., Heard, A., & Pexman, P. M. (2016). Is more always better? Semantic richness effects and verb meaning. *Frontiers in Psychology*, 7. doi: 10.3389/fpsyg.2016.00798

Sidhu, D. M., & Pexman, P. M. (2016). Is moving more memorable than proving? Effects of embodiment and imagined enactment on verb memory. *Frontiers in Psychology*, 7. doi: 10.3389/fpsyg.2016.01010

Sidhu, D. M., Pexman, P. M., & Saint-Aubin, J. (2016). From the Bob/Kirk effect to the Benoit/Éric effect: Testing the mechanism of name sound symbolism in two languages. *Acta Psychologica*, 169, 88-99.

Sidhu, D. M. & Pexman, P. M. (2015). What's in a name? The effects of sound symbolism in first names. *PLoS ONE*, *10*: e0126809. doi: 10.1371/journal.pone.0126809

Moffat, M., Siakaluk, P. D., **Sidhu, D. M.**, & Pexman, P. M. (2014). Situated conceptualization and semantic processing: Effects of emotional experience and context availability in verbal semantic categorization and naming tasks. *Psychonomic Bulletin & Review*, *22*, 408-419.

Kawakami, K., Williams, A., **Sidhu, D.**, Vilaythong, O., Choma, B. L., Rodriguez-Bailón, R., Cañadas, E., & Hugenberg, K. (2014). An eye for the I: Preferential attention to the eyes of ingroup members. *Journal of Personality and Social Psychology, 107*, 1-20.

Sidhu, D. M., Kwan, R., Pexman, P. M., & Siakaluk, P. D. (2014). Effects of relative embodiment in lexical and semantic processing of verbs. *Acta Psychologica, 149*, 32–39.

BOOK CHAPTERS

Sidhu, D. M. (2026). Experimental approaches to sound symbolism. In K. Akita, O. Fischer, & P. Perniss (Eds.), *Oxford Handbook on Iconicity.*

PRESENTATIONS

CONFERENCE TALKS

* - Invited Speaker, Trainees underlined.

Sidhu, D. M. (2026, July). *Bubbles in "bubbles": Iconicity in a phonographic writing system.* Talk accepted at the annual meeting of the Embodied and Situated Language Processing conference in Lancaster, UK.

Liaw, P., Gordon, S., & **Sidhu, D. M.** (June, 2026). *Does AI know bouba is rounder than kiki?* Talk accepted at the annual meeting of the Canadian Society for Brain Behaviour and Cognitive Science Society, Toronto, ON.

Sidhu, D. M., Woodin, G., Kawahara, S., Perlman, M., & Winter, B. (April, 2026). *Iconicity is no silver bullet for meaning access: Insights from the guessing accuracy paradigm.* Talk presented at the annual meeting of EVOLANG, Plodiv, Bulgaria.

Pogacar, R., Rahinel, R., **Sidhu, D. M.**, & Walker, H. (March, 2026). *The Vowel Brand Advantage: Vowel Beginning Names Increase Perceived Warmth and Product Choice.* Talk presented at the annual meeting of the Society for Consumer Psychology, San Diego, CA.

Sidhu, D. M., Parajuli, P., & Muraki, E. (July, 2025). *An emotional Bouba/Kiki Effect.* Talk presented at the annual meeting of the Canadian Society for Brain Behaviour and Cognitive Science Society, Dundee, Scotland.

Sidhu, D. M., Bourdage, J., Wingate, T., & Pexman, P. (July, 2023). *Is Molly more hirable than Katie? Name sound symbolism and mock hiring tasks.* Talk presented at the annual meeting of the Canadian Society for Brain Behaviour and Cognitive Science Society, Guelph, ON.

Sidhu, D. M. & Vigliocco, G. (July, 2022). *Effects of Iconicity In Recognition Memory.* Talk presented at the annual meeting of the Cognitive Science Society, Toronto, ON.

Sidhu, D. M. & Vigliocco, G. (September, 2021). *Iconicity and Memory.* Talk presented at the Architectures and Mechanisms for Language Processing conference, Paris, France.

Sidhu, D. M., Westbury, C., Hollis, G., & Pexman, P. M. (July, 2020). *The maluma/takete effect in English nouns.* Talk presented at the UK Cognitive Linguistics Conference, Birmingham, UK.

***Sidhu, D. M.** (November, 2019). *Investigations of Sound Symbolism and Iconicity*. Talk presented at the Psychonomics pre-conference Language Science: The Next Generation symposium, Montreal QC.

***Sidhu, D. M.** & Pexman, P. M. (June, 2018). *Mechanisms of Sound Symbolism*. Talk presented at the annual meeting of the International Multisensory Research Forum, Toronto, ON.

***Sidhu, D. M.** & Pexman, P. M. (2017, July). *What kinds of meanings are iconic? Effects of semantic neighbourhoods and sensory experience on iconicity ratings*. Talk presented at the Iconicity Focus Group Workshop, Nijmegen, The Netherlands.

Sidhu, D. M. & Pexman, P. M. (2017, June). *Move it or lose (memory of) it: The effects of verb embodiment on memory.* Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, Regina, SK.

Sidhu, D. M. & Pexman, P. M. (2017, June). *What's so special about balloons? Factors that predict the iconicity of concepts' word forms*. Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, Regina, SK.

Sidhu, D. M., Pexman, P. M., Saint-Aubin, J. (2016, November). *Are grammatical gender and sound symbolism cues to shape?* Talk presented at the annual meeting of the Psychonomic Society, Boston, MA.

Sidhu, D. M. & Pexman, P. M. (2016, June). *Embodied sound symbolism: The Ogo/Oho Effect.* Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, Ottawa, ON.

Sidhu, D. M. & Pexman, P. M. (2014, August). *Grasping the understanding is grasping metaphor.* Talk presented at the annual Embodied and Situated Language Processing meeting, Rotterdam, The Netherlands.

Pexman, P.M. & **Sidhu, D. M.** (2014, July). *Beyond the Bouba/Kiki Effect: The Bob/Kirk Effect.* Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, Toronto, ON.

Sidhu, D. M. & Pexman, P. M. (2013, June). *Tongue tied: Inhibiting articulation reduces the Bouba/Kiki Effect.* Talk presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, Calgary, AB.

POSTER PRESENTATIONS

Trainees <u>underlined</u>.

<u>Bodea, V.</u>, & **Sidhu, D. M.** (2026, July). *Embodied processing of idioms.* Poster presented at the annual meeting of the Embodied and Situated Language Processing conference in Lancaster, UK.

Moores, E., & **Sidhu, D. M.** (2026, July). *Exploring the effects of auditory and visual perceptual strength in modality-specific tasks: a mega study analysis.* Poster presented at the annual meeting of the Embodied and Situated Language Processing conference in Lancaster, UK.

Liaw, P., & **Sidhu, D. M.** (2026, July). *AI-Generated estimates for shape sound symbolism.* Poster presented at the annual meeting of the Embodied and Situated Language Processing conference in Lancaster, UK.

Liaw, P., & **Sidhu, D. M.** (2026, July, Withdrawn). *Unpacking Sound Symbolism: Does Emotional Arousal Mediate Sound-Shape Association?* Poster presented at the annual meeting of the Cognitive Science Society in Rio de Janeiro, Brazil.

Mah, S., Carwana, A., **Sidhu, D. M.**, & Kamawar, D. (2026, June). *Extended Self-Conversation Outcomes on Preschoolers' Saving Performance.* Poster presented at the annual Development conference in Montreal, QC.

Thomas, E. C., & **Sidhu, D. M.** (2026, May). *Do Name Sounds Shape Personality Impressions? Uncovering Associations Between Phonetic Features and Personality Judgements at the Facet Level.* Poster presented at the annual Interdisciplinary Conference in Psychology, Ottawa, ON.

Gordon, S., Liaw, P., & **Sidhu, D. M.** (2026, March). *An exploration of Best-Worst Scaling and the role of presentation modality in sound-shape associations.* Poster presented at the annual Psychoshorts Conference, Ottawa ON.

Ananias, T. & **Sidhu, D. M.** (2026, February). *Are iconic Portuguese words easier to remember by English-Speakers?* Poster presented at the annual Lake Ontario Visionary Establishment Conference, Niagara Falls, ON.

Liaw, P. & **Sidhu, D. M.** (2026, February). *Unpacking sound symbolism: Do emotional dimensions mediate sound-shape associations?* Poster presented at the annual Lake Ontario Visionary Establishment Conference, Niagara Falls, ON.

Moores, E. D. M. & **Sidhu, D. M.** (2026, February). *Exploring the effects of auditory and visual perceptual strength in auditory and visual lexical decision tasks: A megastudy analysis.* Poster presented at the annual Lake Ontario Visionary Establishment Conference, Niagara Falls, ON.

Aguanno, L. & **Sidhu, D. M.** (2025, July). *Iconic meanings are learned earlier: Homophones provide insight on iconicity's role in the acquisition of words.* Poster presented at the annual meeting of the Cognitive Science Society in San Francisco, CA.

Liaw, P. & **Sidhu, D. M.** (2025, July). *Name sound symbolism in children.* Poster presented at the annual meeting of the Cognitive Science Society in San Francisco, CA.

Bodea, V. & **Sidhu, D. M.** (2025, July). *Lost in Translation? Maybe Your Body Knows the Answer.* Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science in Dundee, Scotland.

Liaw, P. & **Sidhu, D. M.** (2025, July). *Visual and auditory processing in sound symbolism: The impact of modality on ratings.* Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science in Dundee, Scotland.

Aguanno, L. & **Sidhu, D. M.** (2025, February). *Bark is learned before bark: Iconic meanings of homographs are learned earlier.* Poster presented at the annual Lake Ontario Visionary Establishment Conference, Niagara Falls, ON.

Parajuli, P. & **Sidhu, D. M.** (2025, February). *What do emotions sound like? Affective congruence of sounds and meaning.* Poster presented at the annual Lake Ontario Visionary Establishment Conference, Niagara Falls, ON.

Liaw, P., **Sidhu, D. M.**, Reggin, L., & Pexman, P. M. (2024, June). *The emergence of name sound symbolism in children.* Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science in Edmonton, AB.

Sidhu, D. M., & Peetz, J. (2023, November). *The sounds of the future.* Poster presented at the international meeting of the Psychonomic Society, San Francisco, CA.

Sidhu, D. M., & Vigliocco, G. (2021, July). *Is iconic language more vivid?* Poster presented at the annual meeting of the Cognitive Science Society, Vienna, Austria.

Sidhu, D. M., Westbury, C., Hollis, G., & Pexman, P. M. (2019, November). *Does sound symbolism shape the lexicon? Maluma/takete gets real.* Poster presented at the annual meeting of the Psychonomic Society, Montreal, QC.

Sidhu, D. M., Athanasopoulou, A., Archer, S. L., Curtin, P., & Pexman, P. M. (2018, November). *Investigating infant sensitivity to sound symbolism*. Poster presented at the annual meeting of the Psychonomic Society, New Orleans, LA.

Sidhu, D. M. & Pexman, P. M. (2018, May). *Shared connotations as a mechanism for sound symbolism.* Poster presented at the international meeting of the Psychonomic Society, Amsterdam, The Netherlands.

Sidhu, D. M., Deschamps, K, Bourdage, J., & Pexman, P. M. (2017, November). *Name sound symbolism: Associations between phonemes and personality*. Poster presented at the annual meeting of the Psychonomic Society, Vancouver, BC.

Sidhu, D. M., Pexman, P. M., & Saint-Aubin, J. (2016, June). *Is un stylo sharper than une épée? Associations between grammatical gender and shape*. Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science in Ottawa, ON

Sidhu, D. M., Bodner, G. E., & Pexman, P. M. (2016, June). *Our participants get "high on meaning"! Subjective meaningfulness effects in classification and lexical decision tasks.* Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science in Ottawa, ON

McDougall, K. H., Bodner, G. E., & **Sidhu, D. M.** (2016, May). *Same beholder, different beauty: Preference reversals for pairs of paintings*. Poster presented at the annual Northwestern Cognition and Memory Conference, in Vancouver, BC.

Sidhu, D. M., Pexman, P. M., & Saint-Aubin, J. (2016, April). *Une round and un sharp: Grammatical gender and shape associations*. Poster presented at the Banff Annual Seminar in Cognitive Science, Banff, AB

Sidhu, D. M., Saint-Aubin, J., & Pexman, P. M. (2015, November). *Sound symbolism in French and English first names.* Poster presented at the annual meeting of the Psychonomic Society in Ottawa, ON.

Sidhu, D. M. & Pexman, P. M. (2015, July). *Get a grip: Testing for generalized effects of hand posture*. Poster presented at the annual Embodied and Situated Language Processing meeting, Lyon, France.

Sidhu, D. M. & Pexman, P. M. (2015, July). *Arbitrariness isn't set in concrete*. Poster presented at the annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science in Ottawa, ON

Sidhu, D. M. & Pexman, P. M. (2014, May). *Priming boubas and kikis*. Poster presented at the Banff Annual Seminar in Cognitive Science, Banff, AB

Sidhu, D. M. & Pexman, P. M. (2013, November). *Investigating the role of embodiment in sound symbolism.* Poster presented at the annual meeting of the Psychonomic Society in Toronto, ON.

Siakaluk, P. D., Moffat, M., Knol., N., **Sidhu, D. M.**, & Pexman, P. M. (2013, November). *Emotion effects in visual word recognition.* Poster presented at the annual meeting of the Psychonomic Society in Toronto, ON.

Sidhu, D. M. & Pexman, P. M. (2013, August). *Suppressing sound symbolism: The role of embodiment in the Bouba/Kiki Effect.* Poster presented at the annual Embodied and Situated Language Processing meeting, Potsdam, Germany.

Sidhu, D. M., Kwan, R., Pexman, P. M., & Siakaluk, P. D. (2013, May) *Effects of relative embodiment in lexical processing of verbs.* Poster presented at the annual Banff Annual Seminar in Cognitive Science, Banff, AB

Villaythong, O. T., Williams, A., Kawakami, K., & **Sidhu, D.** (2012, January). *Eyes of a stranger: The impact of motivation to individuate on visual attention to other-race faces.* Poster presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, CA.

Mitchell, R., Guindon, K., **Sidhu, D.**, & Mortazavi, S. (2011, June). *Evaluation of a child, youth, and family psychotherapy service addressing complex mental health needs within multi-stressed families: Development, implementation and preliminary findings.* Poster presented at the annual Canadian Psychological Association Convention, Toronto, ON.

OTHER PRESENTATIONS

Sidhu, D. M. (2024, February). *When a word sounds round, big and kind: My work on sound symbolism and iconicity.* Talk presented at the LIFE Research Institute at the University of Ottawa.

Sidhu, D. M. (2022, October). *Sound symbolism and iconicity.* Talk presented at Carleton University's Department of Cognitive Science colloquium series.

Sidhu, D. M. (2017, April). *Explorations of Sound Symbolism.* Talk presented at the School of Languages, Linguistics, Literatures & Cultures Speaker Series at the University of Calgary.

Sidhu, D. M. (2015, March). *The Role of Embodiment in the Bouba/Kiki Effect.* Talk presented at a Board of Governors Dinner at the University of Calgary.

KNOWLEDGE MOBILIZATION

MEDIA APPEARANCES

Sidhu, D. M. (2026, October). *Shane Hewitt & The Nightshift.*

Sidhu, D. M. (2026, October). *CBC Radio.*

Sidhu, D. M. (2026, May). *CBC Radio.*

Sidhu, D. M. (2025, December). *Minding the Brain Podcast.*

Sidhu, D. M. (2025, September). *CBC Radio.*

Sidhu, D. M. (2025, September). *The Last Show.*

Sidhu, D. M. (2025, September). *Global News Radio*.

Sidhu, D. M. (2025, September). *CKNW*.

Sidhu, D. M. (2025, September). *CHED*.

Sidhu, D. M. (2022, December). *NPR*.

Sidhu, D. M. (2022, February). *ABC Radio Sydney*.

Sidhu, D. M. (2020, June). *Linguistically Aware Podcast*.

Sidhu, D. M. (2019, August). *Scott Radley Show*.

Sidhu, D. M. (2017, June). *CTV News*.

Sidhu, D. M. (2015, July). *CBC Eye Opener*.

Sidhu, D. M. (2015, July). *Corus Radio Calgary*.

Sidhu, D. M. (2015, April). *The Ivory Tower Podcast*.

ARTICLES

Sidhu, D. M., Peetz, J., & Burns, R. J. (2026, September). *Snack names influence how filling we imagine they will be—new research*. The Conversation.

Sidhu, D. M. (2026, May). *When words look like their meaning, we process them faster, new research reveals*. The Conversation.

Sidhu, D. M. & Pexman, P. M. (2025, August). *What's in a name? How the sound of names can bias hiring decisions*. The Conversation.

Sidhu, D. M. (2022, February). *Wordle – the best word to start the game*. The Conversation.

Sidhu, D. M. (2020, December). *Judge me by my name do you? The symbolism behind Baby Yoda's name*. The Conversation.

Pexman, P. M. & **Sidhu, D. M.** (2019, August). *Baby naming time? Here's how people judge what's in a name*. The Conversation.

Sidhu, D. M. (2015, December). *Science and the sounds and shapes of names*. Nameberry.

RESEARCH IN THE MEDIA

Hardach, S. (2021, May). *What the sound of your name says about you*. BBC.

Brown, J. (2016, November). *Your name reveals more than you think*. BBC.

TEACHING EXPERIENCE

COURSES TAUGHT

Advanced Topics in Cognitive Psychology (PSYC 4700, 5700), Carleton University

Proseminar in Psychology (PSYC 5906, 6906, 6907), Carleton University

Special Topics in Psychology (PSYC 4001), Carleton University

Cognition Honours Seminar (PSYC 3700), Carleton University

Introduction to Cognitive Psychology (PSYC 2700), Carleton University

Cross-Cultural Cognition (PSYC 491), University of Calgary

TEACHING ASSISTANTSHIPS

I held numerous Teaching Assistantships during graduate school at the University of Calgary, including Cognition (PSYC 365), Psycholinguistics (PSYC 467) and Memory (PSYC 463).

WORKSHOPS

Fall 2025	**From PhD to Postdoc: Finding Your Academic Fit**, Spark Society
Winter 2025	**Journal Article Review Workshop**, Carleton University
Fall 2024	**Getting Things Done Workshop**, Carleton University
Spring 2019	**R Workshop**, University of Calgary

TEACHING INTERESTS

Cognitive Psychology, Psycholinguistics, Statistical Methods, Research Methods, Cross-Cultural Psychology

SUPERVISORY EXPERIENCE

GRADUATE SUPERVISION

2025 – Present	**EM**, MA Thesis, Carleton University
2024 – Present	**PL**, MA Thesis, Carleton University
2024 – Present	**LA**, MA Thesis, Carleton University
2024 – 2025	**SM**, MA Thesis, Carleton University
2020 – 2021	**EP**, MSc Thesis, University College London

UNDERGRADUATE HONOURS THESES

I have been the primary supervisor for eight undergraduate honours theses. I have been co-supervisor for another three undergraduate honours theses.

POSTDOCTORAL TRAINING

2022-2022	Postdoctoral Associate, University of Calgary Supervisor: Dr. Penny Pexman
2020 - 2022	Research Fellow, University College London Supervisor: Dr. Gabriella Vigliocco
2019 - 2020	Postdoctoral Associate, University of Calgary Supervisors: Drs. Penny Pexman and Suzanne Curtin

EDUCATION

2014 - 2019	University of Calgary, PhD Area: Cognitive Psychology Supervisor: Dr. Penny Pexman
2012 - 2014	University of Calgary, MSc Area: Cognitive Psychology Supervisor: Dr. Penny Pexman
2006 - 2010	York University, B.A. Specialized Honours in Psychology Honours Thesis Supervisor: Dr. Kerry Kawakami

HONORS AND AWARDS

PROFESSOR

2026	CPA Best Article Award in the Canadian Journal of Experimental Psychology

POSTDOCTORAL

2019	Social Sciences and Humanities Research Council (SSHRC) of Canada Postdoctoral Fellowship ($45,000/year)

GRADUATE DEGREES

2020	Canadian Psychological Association Certificate of Academic Excellence for Best Doctoral Thesis
2018	Mental Lexicon Conference Poster Recognition ($500)
2018	Department of Psychology, UCalgary, Research Excellence Award
2016	Department of Psychology, UCalgary, Research Excellence Award

2016	Canadian Society for Brain, Behaviour, and Cognitive Science (CSBBCS) D. O. Hebb Award for Best Student Talk ($500)
2016	Hotchkiss Brain Institute Trainee Publication Award ($500)
2015 - 2019	Alberta Innovates Health Solutions (AIHS) Graduate Student Scholarship ($30,000/year)
2015 - 2018	Natural Sciences and Engineering Research Council (NSERC) of Canada CGS Doctoral ($35,000/year)
2014	Faculty of Graduate Studies Travel Award ($1,500)
2014	Three Minute Thesis Talk Heat Winner
2014	Three Minute Thesis Talk Heat Audience Favourite
2014 - 2017	Eyes High Doctoral Scholarship ($25,000/year)
2014	Queen Elizabeth II Doctoral Scholarship ($15,000)
2013	APA Division 3 Early Career Poster Competition Finalist
2013	Queen Elizabeth II Scholarship ($7,200)
2013	Canadian Society for Brain, Behaviour, and Cognitive Science (CSBBCS) D. O. Hebb Award for Best Student Talk, Runner Up ($100)
2013	Department of Psychology Teaching Assistant Award
2012	Ontario Graduate Studentship ($15,000 - Declined)
2012	Natural Sciences and Engineering Research Council (NSERC) of Canada CGS Masters ($17,500)

UNDERGRADUATE DEGREE

2010	Dean's Honour Roll, B.A.
2010	Graduated Summa Cum Laude
2007	Natural Sciences and Engineering Research Council (NSERC) of Canada Undergraduate Student Research Award ($4,500)
2006	York University Entrance Scholarship ($4,000)

PROFESSIONAL SERVICES

POSITIONS HELD

2026 – present	Women in Cognitive Science Canada Plus Advisory Board Member
2016 - 2017	Canadian Society for Brain, Behaviour, and Cognitive Science (CSBBCS) Associate Department Representative
2016	UCalgary Cognitive Science Seminar Organizer

JOURNALS REVIEWED FOR

Behavior Research Methods, Canadian Journal of Experimental Psychology, Cognition, Cognitive Science, Current Biology, Developmental Psychology, Folia Linguistica, Journal of Experimental Psychology: General, Journal of Memory and Language, Nature Scientific Reports, Social Cognition, Psychological Science, Psychological Reports