

Curriculum Vitae

Sunhae Sul

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EDUCATION

- 2006 – 2010 Ph. D. in Social Psychology
Department of Psychology, Seoul National University, Seoul, Korea
Doctoral Dissertation: Subjective well-being and hedonic editing: how happy people maximize joint outcomes of loss and gain
Advisor: Incheol Choi
- 2003 – 2005 M.A in Biopsychology
Department of Psychology, Seoul National University, Seoul, Korea
Master's Thesis: Visually Induced Coherent Oscillation of Cat Superior Colliculus
Advisor: Choongkil Lee
- 1999 – 2003 B.A. in Psychology, *Summa Cum Laude*
Department of Psychology, Seoul National University, Seoul, Korea
On Dean's list for seven semesters

ACADEMIC APPOINTMENTS

- 2013 – 2014 Research Professor
Department of Psychology, Korea University, Seoul, Korea
PI: Hackjin Kim
- 2011 – 2013 Research Professor
Wisdom Science Center, Korea University, Seoul, Korea
PI: Hackjin Kim
- 2010 – 2011 Post-doctoral Researcher
Department of Economics, University of Zurich, Zurich, Switzerland
PI: Ernst Fehr

ACADEMIC HONORS & SCHOLARSHIPS

2014	Young Investigator Award, Korean Psychological Association
2014	Travel Award, Center for Women in Science, Engineering, & Technology
2013-2014	Research Professorship, Korea University
2010-2011	Rotary International Ambassadorial Research Scholarship
2006-2010	Graduate Research Scholarship, Seoul National University
2003-2004	Teaching Assistantship, Seoul National University
2003	Top Honor Student Scholarship, Seoul National University
1999-2002	Honor Student Scholarships, Seoul National University

RESEARCH INTEREST

Neuroeconomics / Social & Cultural Neuroscience

Especially interested in

- Social and cultural influence on decision making
- Altruism and prosocial (helping) behavior
- Social interaction

PUBLICATIONS

Peer-Reviewed Publications

- Ranehill E, Dreber A, Johannesson M, Leiber S, **Sul S**, & Weber R (in press). Assessing the robustness of power posing: no effect on hormones and risk tolerance in a large sample of men and women. *Psychological Science*.
- **Sul S**, Lee MW, & Kim H (2014). Measuring individual differences in altruism with altruistic learning task. *Korean Journal of Psychology: General*. 33(2), 467-489.
- Kim E, **Sul S**, Yoo H, Kim H, & Song, H-J (2014). The relationship between mothers' altruism in the reinforcement learning task and their children's empathy. *The Korean Journal of Woman Psychology*, 19(2), 117-136.
- Lee MW, **Sul S**, Kim H (2014). The impact of moral decision style on impression formation. *Korean Journal of Social and Personality Psychology*. 28(2), 201-223.
- Kang P, Lee J, **Sul S**, Kim H (2013). Dorsomedial prefrontal cortex activity predicts the accuracy in estimating others' preferences. *Frontiers in Human Neuroscience*, 7:686
- Jung D, **Sul S**, Kim H (2013). Dissociable neural processes underlying risky decisions for self versus other. *Frontiers in Neuroscience*, 7:15.
- Kim MJ, **Sul S**, Moon Y (2013). The impact of perceiving angry and fearful facial expressions on decision making performance in threat situations. *Korean Journal of Cognitive and Biological Psychology*, 25, 4, 445-461.
- Na J, Choi I, **Sul S** (2013). I like you because you think in the "right" way: Cultural Idealization of Thinking Style. *Social Cognition*, 31 (3), 390-404.

- Park B, Choi J, Koo M, **Sul S**, Choi I (2013). Culture, Self, and Preference Structure: Transitivity and context independence are violated more by interdependent people. *Social Cognition*, 31 (1), 106-118.
- **Sul S**, Kim J, Choi I (2013). Subjective well-being and hedonic editing: how happy people maximize joint outcomes of loss and gain. *Journal of Happiness Studies*, 14 (4), 1409-1430
- **Sul S**, Choi I, Kang P (2012). Cultural modulation of self-referential effect in the brain for personality traits and social identities. *Social Neuroscience*, 7 (3), 280-291.
- Kang P, **Sul S**, Choi I (2011). Gender Differences in Thin-slice Judgment during the Opposite-sex Impression Formation. *Korean Journal of Social and Personality Psychology*, 25(3), 61-76.
- **Sul S**, Choi I (2009). Analytic versus Holistic Thinking Style and Perceptions of Causal Impact. *Korean Journal of Social and Personality Psychology*, 23(3), 19-38.
- **Sul S**, Lee C (2008). "Neuroethics: Ethical, philosophical, legal, and social implications of neuroscience and its applications". *Korean Journal of Psychology: General*, 27(1), 1-41.

Translated Books

- **Sul S** & Kim MJ (2013). Translation of Sober E & Wilson DS (1998). *Unto Others: The Evolution and Psychology of Unselfish Behavior*. Seoul: Seoul National University Press (Selected as one of the 2014 Outstanding Books in Basic Sciences by the National Academy of Sciences, Republic of Korea).
- **Sul S** (2010). Translation of Nisbett RE (2009). *Intelligence and How to get it*, Seoul: Kimyungsa.

Manuscript in Preparation

- **Sul S**, Kim J, Choi I (under revision). Subjective well-being and hedonic editing in daily life: are happy people better decision makers?
- **Sul S**, Choi I (in preparation). Culture, self-concept clarity, and barnum effect.
- **Sul S**, Tobler P, Leiberg S, Hein G, Fehr E, Kim H (in preparation). Spatial gradient of value representation for self- vs. other-regarding choices in medial prefrontal cortex.
- **Sul S**, Leiberg S, Seid-Fatemi A, Tobler P, Fehr E (in preparation). Frowning increases rejection of unfair offers in the ultimatum game.
- **Sul S**, Kang P, Choi I (in preparation). Decision making for self and other in ultimatum game.
- Guo C, **Sul S**, Heinzelman N, Ruff C, Fehr E (in preparation). Role of left TPJ in giving behavior: a TMS study.
- Hein G, Morisima Y, Leiberg S, **Sul S**, Fehr E (in preparation). Functional brain connectivity identifies human motives.
- Jung D, **Sul S**, Lee M, Kim H (in preparation). Neural mechanisms underlying ethical consumption influenced by reputation concern.
- Cho I, **Sul S**, Kim Y-H, Kim H, Song, H-J (in preparation). Young and old adults' understanding of others' intentionality in fairness considerations.

INVITED TALKS

- April, 2014 *Neural computation of other-regarding value and its relationship with altruism*
Affective Cognition Lab Invited Speaker Seminar Series, Department of Brain and Cognitive Engineering, Korea University
- December, 2013 *Is altruism rewarding? Neural mechanism underlying altruistic behavior*
Chung-Ang Psychology Forum, Department of Psychology, Chung-Ang University, Seoul, Korea
- November, 2013 *Neural basis of morality and prosocial behavior*
Guest lecture at “Brain and Society” course, Department of Psychology, Korea University, Seoul, Korea
- November, 2013 *Neuroscientific approach to human morality*
Winter Conference of Korean Developmental Psychology Association, Cheon-an, Korea
- September, 2013 *Neural computation for other- vs. self-regarding value*
Brain and Cognitive Science Conference, Seoul, Korea
- December, 2012 *Neural correlates of self-vs. other-regarding choices during reinforcement learning task*
Winter Conference of Korean Social and Personality Psychology Association, Seoul, Korea.
- November, 2012 *Spatial gradient of value representation for self- vs. other-regarding choices within the MPFC*
BK Seminar, Department of Psychology, Yonsei University
- October, 2005 *Coherent neuronal activity in the superior colliculus during visually-guided saccade task*
The 3rd Korea-Japan-China Visual Neuroscience Workshop, Seoul, Korea.

CONFERENCE PRESENTATIONS

- Kim MJ, **Sul S** & Moon Y (2014). The impact of perceiving angry and fearful facial expressions on decision making performance in threat situations. Korean Society for Cognitive and Biological Psychology, Buyeo, Korea.
- Jung D, **Sul S**, Lee M, Kim H (2014). Neural mechanisms underlying ethical consumption influenced by others’ observation. Korean Society for Cognitive and Biological Psychology, Buyeo, Korea.
- Lee M, **Sul S**, Kim H (2014). The impact of moral decision style on impression formation: how we perceive utilitarian vs. deontological individuals.
- Kim E, **Sul S**, Song H, Yu H, Kim H (2013). Relationship between parenting values and morality of mothers. Korean Society for Developmental Psychology, Cheon-an, Korea

- **Sul S**, Tobler P, Leiberg S, Hein G, Jung D, Fehr E, Kim H (2013). Spatial gradient of value representation for self- vs. other-regarding choices within MPFC. 19th Annual Meeting of the Organization for Human Brain Mapping, Seattle, USA.
- Kang P, Lee J, **Sul S**, Kim H (2013). Dorsomedial prefrontal cortex activity predicts the accuracy in estimating others' preferences. 19th Annual Meeting of the Organization for Human Brain Mapping, Seattle, USA.
- Guo C, **Sul S**, Heinzelman N, Ruff C, Fehr E (2013). The Causal Dependence of Human Altruism on the Functional Integrity of the Right TPJ. 19th Annual Meeting of the Organization for Human Brain Mapping.
- Guo C, **Sul S**, Heinzelman N, Ruff C, Fehr E (2013). A TMS Investigation into the role of rTPJ in donation Behavior". 39th Annual Meeting of Society for Philosophy and Psychology, Brown University, USA.
- Jung D, **Sul S**, Kim H (2012). Dissociable neural processes underlying risky decisions for self versus other. Winter Conference of Korean Social and Personality Psychology Association, Seoul, Korea.
- Kang P, **Sul S**, Choi I (2011). Gender differences in thin-slice judgment during the opposite-sex impression formation. Annual Convention of Korean Psychology Association, Seoul, Korea.
- **Sul S**, Choi I (2010). Culture and self-referential effect in the brain: personality traits vs. social identities. 16th Annual Meeting of the Organization for Human Brain Mapping, Barcelona, Spain.
- Sul S, Choi I (2009). Culture and the self-reference effect in the brain. 2009 Brain and Cognitive Science Conference, Seoul, Korea.
- **Sul S**, Choi I (2008). "Neural distinction between personal and collective selves". Annual Convention of Association for Psychological Science, Chicago, USA.
- **Sul S**, Choi I (2008). Perception of happiness distribution. Symposium on happiness and anxiety of Korean society at the Annual Convention of Korean Psychology Association, Seoul, Korea.
- Choi I, **Sul S** (2008). The patterns of hedonic editing by happy vs. Unhappy people. International congress of psychology. Berlin, Germany.
- Choi J, **Sul S**, Choi I (2008) Priming analytic vs. holistic thinking style. Spring Conference of Korean Social and Personality Psychology Association, Seoul, Korea.
- Choi I, Sul S (2008). Culture and the self-reference effect: personality traits vs. collective attributes. Cultural Neuroscience Symposium, Hokkaido University, Sapporo, Japan.
- **Sul S**, Choi I (2007). Decision making for self and other in the ultimatum game. Annual Convention of Korean Psychology Association.
- **Sul S**, Choi I (2007). Hedonic editing and subjective well-being. Society for Personality and Social Psychology Emotion Pre-conference, Memphis, USA.
- **Sul S**, Choi I (2007). Holism and causal impact. Society for Personality and Social Psychology Culture Pre-conference, Memphis, USA.
- **Sul S**, Seo H, Lee C (2006). Modulation of spike synchrony and coherent oscillation in the cat superior colliculus. the 1st Korea-Germany Science Symposium, Seoul, Korea.

- **Sul S, Kim W, Han S, Lee C (2004)**, Interactions between Visual Stimulus and On-going Rhythmic Activity in the Awake Cat Superior Colliculus. 34th Annual Meeting of Society for Neuroscience 2004, San Diego.

TEACHING EXPERIENCE

Course Lectures

- 2012 *Main Topics in Social Psychology Seminar* (graduate course)
Department of Psychology, Sungshin Women's University
- 2012- 2013 *Mind and Brain*
Part-time Lecturer, Faculty of Liberal Arts, Kyonggi University
- 2009 - 2012 *Social Psychology*
Department of Counseling Psychology, Seoul Digital University
- 2008 *Introduction to Psychology*
College of Medicine, Pochon Cha University

Teaching Assistant

- 2008 *Student Directed Education: Undergraduate Independent Study*
Faculty of Liberal Education, Seoul National University
- Supervised a research project titled "Happiness and Color Perception" & "The influence of Relational status and Situation on Emoticon Use" directed by undergraduate students
 - Lead experiment sessions and taught academic writing
 - One of the project teams won *The Best Undergraduate Research Prize*
- 2007 *Psychology and Modern society*
Department of Psychology, Seoul National University
- Served as a teaching assistant for Prof. Incheol Choi
 - Taught academic writings to students
- 2006- 2007 *Social Psychology and Lab*
Department of Psychology, Seoul National University
- Served as a teaching assistant for Prof. Incheol Choi
 - Lead experiment sessions for undergraduate students
- 2003– 2004 *Neuroscience*
Biopsychology Lab
Advanced Biopsychology
Department of Psychology, Seoul National University
- Served as a teaching assistant to Prof. Choongkil Lee for "Neuroscience" and "Biopsychology Lab" and "Advanced Biopsychology" courses
 - Gave lectures on neuroanatomy
 - Lead experiment sessions for undergraduate students

PROJECTS & FUNDING

- 2013- present Korea University Research Professorship
- 2012 – present Social Science Korea, sponsored by Korea Research Foundation
- Project Title: The relationship between morality and face culture in Korean infants and adults: An interdisciplinary approach (PI: Prof. Hyunju Song)
 - Participating as a Co-investigator
- 2012– present Brain and Cognitive Science, sponsored by Korea Research Foundation
- Project title: Social Neuroscience (PI: Prof. Hackjin Kim)
 - Participating as a Senior Researcher
- 2007- 2010 Brain and Cognitive Science, sponsored by Korea Ministry of Science & Technology
- Project title: Social Neuroscience (PI: Prof. Incheol Choi)
 - Participated as a Research Assistant
- 2006- 2007 Ethical, Legal, Social Implications of Neuroscience, sponsored by Korea Research Foundation (PI: Prof. Choongkil Lee)
- Participated as a Research Assistant

RESEARCH SKILLS

Analytic/statistical softwares

- SPSS and MatLab

Programming skills for behavioral experiment task

- MatLab Psychophysics Toolbox, Cogent, and MGL

fMRI data acquisition & analysis

- completed qualified user training for Philips Achieva 3T scanner (May 2011 at the Laboratory for Social and Neural Systems Research, University of Zurich, Switzerland)
- SPM8 (completed SPM workshop at University of Zurich, Switzerland, Feb. 2011)

Brain stimulation (TMS)

- Magstim (single pulse and theta burst stimulation) and BrainSight

Facial EMG

Neuropharmacological study experience

- Conducted behavioral experiments using Botox and Oxytocin

Single-cell recording & time-series data analysis

REFERENCES

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