

## Joel Eduardo Martinez Higuera

Department of Psychology &  
Woodrow Wilson School of  
Public & International Affairs  
Princeton University

*email:* joeledmartinez@gmail.com  
*web:* <https://joelemartinez.com/>  
file drawer, preregistrations, preprints, posters,  
& data sets available on website

### EDUCATION

- Princeton University**, Ph.D candidate, Psychology and Social Policy 2015 - present  
Advisors: Alexander Todorov, Elizabeth Levy Paluck  
Dissertation: *Mapping cognitive representations of immigrants across evaluative, visual, and geographic spaces*
- Princeton University**, M.A., Psychology 2015 - 2017  
Advisor: Alexander Todorov  
Thesis: *Social-cognitive representational spaces: Ontology and consequences*
- The University of Texas at Austin**, Postgraduate research assistant 2013 - 2015  
Advisor: Jessica A. Church-Lang
- The University of Texas at Austin**, B.S. Departmental Honors, Psychology 2009 - 2013  
Advisor: Alison R. Preston

### RESEARCH INTERESTS

social cognition, person perception, memory and learning, discourse, judgment, prejudice, race, immigration, sexual health, heterogeneity, computation

### ACHIEVEMENTS & AWARDS

- SPSP Diversity Graduate Travel Award 2020  
SISPP Summer Institute for Social and Personality Psychology 2019  
SPSP Inside the Panel Grant finalist (Project: Immigrant Face-ism) 2018  
Woodrow Wilson School, Joint Degree Program in Psychology and Social Policy 2017-2019  
Ford Foundation Predoctoral Fellowship 2017-2020  
Ford Foundation Fellowship - Honorable Mention 2016  
Princeton, Centennial Fellowship in Natural Sciences 2015-2020  
SPSP Diversity Fund Undergraduate Registration Award 2014  
International Honor Society in Psychology (Psi Chi) 2012  
UT Austin, Psychology Honors Program 2012-2013  
UT Austin, Texas Interdisciplinary Program (TIP) Scholar 2009-2011

### PUBLICATIONS

\* equal authorship

**Martinez, J.E.**, Jonas, K.J. (2020). *Social judgments of sexual behavior and use of HIV pre-exposure prophylaxis*. *Social Cognition*, 38(1), 1-20. doi: 10.1521/soco.2020.38.1.01

**Martinez, J.E.**, Funk, F., Todorov, A. (2020). *Quantifying idiosyncratic and shared contributions to judgment*. *Behavior Research Methods*. doi: 10.3758/s13428-019-01323-0

**Martinez, J.E.**, Jonas, K.J. (2019). *Pre-exposure prophylaxis sorting among men who have sex with men*. *AIDS Care*, 31(3), 388-396. doi: 10.1080/09540121.2018.1533229.

Roe, M.A., **Martinez, J.E.**, Mumford, J.A., Taylor W.P., Cirino, P.T., Fletcher, J.M., Juranek, J.J., Church, J.A. (2018). *Control Engagement During Sentence and Inhibition fMRI Tasks in*

*Children with Reading Difficulties*. Cerebral Cortex. bhy170. doi: 10.1093/cercor/bhy170

**Martinez, J.E.**, Mack, M.L., Bauer, J-R., Roe, M.A., Church, J.A. (2018). *Perceptual biases during cued task switching relate to decision process differences between children and adults*. Journal of Experimental Psychology: Human Perception and Performance. doi: 10.1037/xhp0000552.

Gantman, A., Gomila, R., **Martinez, J.E.**, Matias, J.N., Paluck, E.L., Starck, J., Wu, S., Yaffe, N. (2018). *A pragmatist philosophy of psychological science and its implications for replication*. Behavioral and Brain Sciences. 41, e127. doi: 10.1017/S0140525X18000626

Verosky, S.C., Porter, J., **Martinez, J.E.**, Todorov, A. (2018). *Robust effects of affective person learning on evaluation of faces*. Journal of Personality and Social Psychology, 114(4), 516-528. doi: 10.1037/pspa0000109

Bauer, J-R.\*, **Martinez, J.E.\***, Roe, M.A., Church, J.A. (2017). *Consistent performance differences despite manipulation of cue switching variables in children and adults*. Frontiers in Psychology 8:1304. doi:10.3389/fpsyg.2017.01304

**Martinez, J.E.**, Mack M.L., Gelman B.D., Preston A.R. (2016) *Knowledge of social affiliations biases economic decisions*. PLoS ONE 11(7): e0159918. doi:10.1371/journal.pone.0159918

## MANUSCRIPTS IN REVIEW

\* manuscripts with preprints

**Martinez, J.E.**, Feldman, L.A., Feldman, M.J., Cikara, M. *Narratives shape cognitive representations of immigrants and policy preferences*. \*

**Martinez, J.E.**, Paluck, E.L. *Quantifying shared and idiosyncratic judgments of racism in social discourse*.

van Dijk, M., Kamps, R., de Wit, J.B.F., Guadamuz, T., **Martinez, J.E.**, Jonas, K.J. *Socio-sexual experiences of early PrEP adopters outside formal healthcare in the Netherlands*.

## MANUSCRIPTS IN PREPARATION

**Martinez, J.E.**, Oh, D., Todorov, A. *Immigrant face-ism: Documentation statuses evoke racialized cognitive representations*.

**Martinez, J.E.**, Oh, D., Todorov, A. *Cognitive representations of immigrants encode racialized expectations of social positions*.

**Martinez, J.E.**, Jonas, K.J. *Framing HIV pre-exposure prophylaxis as a private or public matter: Correlates and prospects*.

**Martinez, J.E.**, Jonas, K.J. *Harnessing social psychological insights for the advancement of HIV pre-exposure prophylaxis*.

## MEDIA ENGAGEMENT

AIDSMap. (2018, November). *PrEP sorting: HIV-negative gay men prefer sexual partners who are using PrEP*.

The Daily Princetonian. (2018, July). *What you need to know about DACA recipients and the University*.

CNN. (2018, July). *How we became Americans*.

Princeton Alumni Weekly. (2018, March). *Journeys of Hardship and Hope: DACA Students Share*

*Their Stories.*

Scientific American. (2017, February). **Martinez, J.E.**, Feldman, L.A., Cikara, M. *Showcasing Immigrant Excellence.*

Reposted to: SPSP Character & Context blog.

Vox. (2017, January). *A Harvard psychologist started #immigrantexcellence to combat myth that immigrants and refugees are dangerous.*

The Princeton Summer Journal. (2016, August). *You cant tell whose parents have money: the story of first-generation students.*

## CONFERENCE PRESENTATIONS

**Martinez, J.E.**, Feldman, L.A., Feldman, M., Cikara, M. (2019, June). *Narratives shape psychological representations of immigrants.* Society for the Psychological Study of Social Issues. San Diego, California.

**Martinez, J.E.**, Paluck, E.L. (2018, October). *Quantifying shared and idiosyncratic judgments of racism in social discourse.* Conference of Ford Fellows. Orange County, California.

**Martinez, J.E.**, Feldman, L.A., Feldman, M., Cikara, M. (2018, October). *Narratives shape psychological representations of immigrants.* Society for Experimental Social Psychology. Seattle, Washington.

**Martinez, J.E.**. (2017, March). *Connect. Organize. Make change. Activism in a social age.*. Social media day conference panelist, Princeton University.

## CONFERENCE POSTERS

van Dijt, M., **Martinez, J.E.**, Gaudamuz, T., de Wit, J.B.F., Jonas, K.J. (2019, July). *Well-being, health behavior, and sexual risk taking of informal PrEP users in the Netherlands: A three- and six-month follow up study.* AIDS Impact. London, United Kingdom.

van Dijt, M., Yaemin, N., **Martinez, J.E.**, Gaudamuz, T., de Wit, J.B.F., Jonas, K.J. (2018, July). *PrEP tourism in Bangkok and sexual risk behavior of MSM: a three- and six-month follow up study.* International AIDS Conference. Amsterdam, Netherlands.

**Martinez, J.E.**, Feldman, L.A., Feldman, M., Cikara, M. (2018, May). *Media discourse impacts immigrant evaluation and representation.* Conference of Ford Fellows. Washington D.C.

Zheng, A., McBride, J., **Martinez, J.E.**, Deschner, L., Church, J.A. (2016, September). *Eye Movements Relate to Developmental Differences in Cued Task Switching Performance.* Flux Congress.

Hernandez, A. M., Zheng, A., **Martinez, J.E.**, Roe, M.A., Bauer, J-R., Church, J.A. (2016, May). *Task-switching manipulations in children with Attention Deficit Hyperactivity Disorder.* Undergraduate honors poster symposium. Austin, TX.

Roe, M.A., Deschner, L., **Martinez, J.E.**, Mumford, J.A., DeMaster, D.M., Juranek, J.J., Church, J.A. (2016, April). *Neural Correlates of Reading Comprehension in Struggling and Typical Readers.* Cognitive Neuroscience Society. New York City, NY.

Zheng, A., McBride, J., **Martinez, J.E.**, Deschner, L., Church, J.A. (2016, April). *An eye-tracking investigation of cue and target processing in typical development.* Cognitive Neuroscience Society. New York City, NY.

Roe, M.A., **Martinez, J.E.**, Mumford, J.A., DeMaster, D.M., Juranek, J.J., Olmedo, L.A., Poldrack, R.A., Vaughn, S.R., Fletcher, J.M., Church, J.A. (2015, October). *Neural correlates of reading comprehension and stop-signal inhibition in struggling and typical readers.* Cognitive Development

Society. Columbus, OH.

Church, J.A., Roe, M. A., Juranek, J.J., DeMaster, D.M., **Martinez, J.E.**, Vaughn, S.R., Fletcher, J.M. (2015, October). *A fMRI study of sentence reading and response inhibition in pre- and post-intervention struggling readers*. International Dyslexia Association.

**Martinez, J.E.**, Bauer, J-R., Roe, M.A., Church, J.A. (2015, March). *Exploration of stimulus-level similarity effects in a cued task-switching paradigm*. Society for Research in Child Development. Philadelphia, PA.

Roe, M.A., **Martinez, J.E.**, Mumford, J.A., Junarek, J.J., Olmedo L.A., Poldrack, R.A., Vaughn, S.R., Fletcher, J.M., Church, J.A. (2015, March). *Stop-signal inhibition in pre- and post-intervention struggling readers*. Society for Research in Child Development. Philadelphia, PA.

**Martinez, J.E.**, Mack, M.L., Preston, A.R. (2015, February). *The company we keep: memory driven biases in social-economic decision making*. Society for Personality and Social Psychology. Long Beach, CA.

Bauer, J-R., **Martinez, J.E.**, Roe, M.A., Church, J.A. (2014, November). *Manipulation of cue switching variables in children and adults*. Society for Neuroscience. Washington D.C.

Roe, M.A., **Martinez, J.E.**, Mumford, J.A., Junarek, J.J., Olmedo L.A., Poldrack, R.A., Vaughn, S.R., Fletcher, J.M., Church, J.A. (2014, November). *Neural correlates of reading comprehension pre- and post-intervention in struggling readers*. Society for Neuroscience. Washington D.C.

**Martinez, J.E.**, Stein, E., Mack, M.L., Preston, A.R. (2013, May). *The company we keep: The role of evaluative conditioning and reputation spread in social interactions*. Undergraduate honors poster symposium. Austin, TX.

## TEACHING EXPERIENCE

Cognitive Psychology, with Jonathan Cohen, Princeton University  
Judgment and Decision Making, with Eldar Shafir, Princeton University

Spring 2017  
Fall 2016

## CHAired CONFERENCES & SYMPOSIA

Jonas, K.J., **Martinez, J.E.** (June 2020). *A new look: The interplay of sexuality, sexual orientation and societal norms*. General Meeting of the European Association of Social Psychology, Krakow, Poland

Neuroscience and Social Decision Making Colloquium (Spring 2017), Princeton University

Neuroscience and Social Decision Making Colloquium (Fall 2016), Princeton University

## AD HOC REVIEWING

AIDS Care, Journal of Personality and Social Psychology, Memory & Cognition, Proceedings of the National Academy of Science, Social Psychology Quarterly, Studies in Educational Evaluation