

CURRICULUM VITAE – BRIAN F. BOWDLE

MAILING ADDRESS: Department of Psychology
Grand Valley State University
Allendale, MI 49401

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PHONE: (616) 331-2420 (office); (517) 881-7753 (home)

EDUCATION: Ph.D., Psychology, 1998, Northwestern University,
Evanston, IL

Dissertation: *Conventionality, polysemy, and metaphor comprehension*

M.S., Psychology, 1993, Northwestern University,
Evanston, IL

B.A., Psychology, 1991, University of Michigan, Ann
Arbor, MI

B.A., Poetry and Poetics, 1991, University of Michigan
(Residential College), Ann Arbor, MI

EMPLOYMENT HISTORY: Associate Professor at Grand Valley State University
(Allendale, MI) from 2008 to present

Assistant Professor at Grand Valley State University
(Allendale, MI) from 2005 to 2008

Assistant Professor at Indiana University (Bloomington,
IN) from 2001 to 2005

Visiting Instructor at Indiana University (Bloomington, IN)
from 1997 to 2001

**AWARDS AND
FELLOWSHIPS:** Pew Teaching Excellence Award, Grand Valley State
University, 2022

Psi Chi Professor of the Year, Grand Valley State
University, 2020

Teaching Excellence Recognition Award, Indiana
University, 2000

Teaching Excellence Recognition Award, Indiana University, 1999

Dissertation Year Fellowship, Northwestern University, 1996 – 1997

University Fellowship, Northwestern University, 1992 – 1993

Annual Giving Fellowship, University of Michigan, 1986 – 1987

National Merit Scholar, 1985

**PROFESSIONAL AND
DEPARTMENTAL
SERVICE:**

Ad Hoc Reviewer: *Academy of Management Review*; *American Political Science Review*; *Applied Psycholinguistics*; *British Journal of Guidance and Counseling*; *Cognition*; *Cognitive Linguistics*; *Cognitive Science*; *Discourse Processes*; *Foundations of Science*; *History of the Human Sciences*; *Human Development*; *Journal of Cognitive Psychology*; *Journal of Cognitive Science*; *Journal of Contemporary Psychotherapy*; *Journal of Experimental Child Psychology*; *Journal of Experimental Psychology: Learning, Memory, and Language*; *Journal of Memory and Language*; *Journal of Pragmatics*; *Language*; *Language & Cognition*; *Laterality*; *Memory and Cognition*; *Metaphor and Symbol*; *Psychological Bulletin*; *Psychological Review*; *Psychological Science*; *Psychology and Neuroscience*; *Psychonomic Bulletin and Review*

Outside Reviewer: Cambridge University Press; McGraw-Hill; Routledge; Sage Publications

Moderator: 2001 Meeting of the Midwestern Psychological Association

At Grand Valley State University

Member: Open Area Search Committee, 2025 – present

Member: GVSU Civil Discourse Network, 2025 – present

Mentor: Cook Leadership Academy, 2023 – 2024

Cabinet Member: Hauenstein Center for Presidential Studies, 2022 – present

Member: Behavioral Neuroscience Search Committee, 2022 – 2023

Board Member: Padnos / Sarosik Center for Civil Discourse, 2021 – 2025

Faculty Partner: Hauenstein Center for Presidential Studies, 2020 – present

Member: Psychology Department Awards Committee, 2019 – 2023

Coordinator: Capstone Teaching Circle, 2019 – 2020

Faculty Advisor: Psychology Club, 2018 – present

Member: University General Education Council, 2017 – 2020

Member: Graduate Outcomes Survey Task Force, 2014 – 2019

Chair: Psychology Department Personnel Committee, 2010 – 2011

Member: Psychology Department Personnel Committee, 2009 – 2010, 2013 – 2014, 2022 – 2024

Member: Disciplinary Genre Guides Committee, 2009 – 2010

Member: Psychology Chair's Advisory Committee, 2008 – 2009

Founder, Organizer, and Host: PROJECTION – The Film Series (2007 – 2017)

Coordinator: Educational Psychology Teaching Circle, 2007 – 2008

Member: Writing Skills Committee, 2006 – 2008, 2010 – 2013

Coordinator: Introductory Psychology Teaching Circle, 2006 – 2007

At Indiana University

Member: Minority Affairs Committee, Psychology Department, 2003 – 2005

Member: Computational Linguistics Search Committee, 2001 – 2003

Member: Human Subjects Committee, Psychology Department, 2001 – 2003

Member: Undergraduate Curriculum Committee, Cognitive Science Program, 1999 – 2005

At Northwestern University

Co-organizer: Spring Colloquium on Metaphor (sponsored by the Northwestern University Language and Cognition Program), 1996

Co-founder and Chair: First Annual Northwestern University/University of Chicago Graduate Psychology Conference (informally known as "Psychfest"), 1993

PROFESSIONAL MEMBERSHIPS:

Association for Psychological Science

RESEARCH INTERESTS:

Metaphor Comprehension and Production; Language and Conceptualization; Moral and Political Psychology; Educational Psychology; Culture and Evolution

PUBLICATIONS

Wolfe, M. B., & Bowdle, B. F. (2024). Textbase and situation model representations as educational constructs. *Discourse Processes*, 61, 342-346.

Buss, D. M., Durkee, P. K., Shackelford, T. K., Bowdle, B. F., Schmitt, D. P., Brase, G. L., Choe, J. C., & Trofimova, I. (2020). Human status criteria: Sex differences and similarities across 14 nations. *Journal of Personality and Social Psychology*, 119, 979-998.

Bowdle, B. F. (2019). Psychological perspectives on metaphor. In D. S. Dunn (Ed.), *Oxford Bibliographies in Psychology*. New York: Oxford University Press.

Krennmayr, T., Bowdle, B. F., Mulder, G., & Steen, G. J. (2014). Economic competition is like auto racing: Building metaphorical schemas when reading text. *Metaphor and the Social World*, 4, 65-89.

- Gentner, D., & Bowdle, B. F. (2008). Metaphor as structure-mapping. In R. Gibbs (Ed.), *The Cambridge handbook of metaphor and thought* (pp. 109-128). Cambridge, MA: Cambridge University Press.
- Bowdle, B. F., & Gentner, D. (2005). The career of metaphor. *Psychological Review*, 112, 193-216.
- Gentner, D., & Bowdle, B. F. (2002). The psychology of metaphor processing. Level I Entry in *Encyclopedia of Cognitive Sciences* (L. Nadel, Ed.). New York: Nature Publishing Group.
- Bowdle, B. F., & Medin, D. L. (2001). Reference point reasoning and comparison asymmetries. In *Proceedings of the Twenty-third Annual Conference of the Cognitive Science Society* (pp. 116-121). Mahwah, NJ: Lawrence Erlbaum Associates.
- Gentner, D., & Bowdle, B. F. (2001). Convention, form, and figurative language processing. *Metaphor and Symbol*, 16, 223-247.
- Gentner, D., Bowdle, B. F., Wolff, P., & Boronat, C. (2001). Metaphor is like analogy. In D. Gentner, K. J. Holyoak, & B. Kokinov (Eds.), *The analogical mind: Perspectives from cognitive science* (pp. 199-253). Cambridge, MA: MIT Press.
- Bowdle, B. F., & Gentner, D. (1999). Metaphor comprehension: From comparison to categorization. In *Proceedings of the Twenty-first Annual Conference of the Cognitive Science Society* (pp. 90-95). Mahwah, NJ: Lawrence Erlbaum Associates.
- Bowdle, B. F. (1998). Alignment and abstraction in metaphor. In K. J. Holyoak, D. Gentner, & B. N. Kokinov (Eds.), *Advances in analogy research: Integration of theory and data from the cognitive, computational, and neural sciences* (pp. 300-307). Sofia, Bulgaria: New Bulgarian University.
- Bowdle, B. F., & Wright, R. (1998). Lexical neighborhoods and subjective intelligibility ratings: A preliminary report. In *Research on Spoken Language Processing Progress Report No. 22* (pp. 345-352). Bloomington, IN: Indiana University.
- Bowdle, B. F., & Gentner, D. (1997). Informativity and asymmetry in comparisons. *Cognitive Psychology*, 34, 244-286.
- Cohen, D., Nisbett, R. E., Bowdle, B. F., & Schwarz, N. E. (1996). Insult, aggression, and the Southern culture of honor: An experimental ethnography. *Journal of Personality and Social Psychology*, 70, 945-960.
- Bowdle, B. F., & Ward, G. (1995). Generic demonstratives. In *Proceedings of the Twenty-first Annual Meeting of the Berkeley Linguistics Society* (pp. 32-43). Berkeley, CA: Berkeley Linguistics Society.

Gentner, D., & Bowdle, B. F. (1994). The coherence imbalance hypothesis: A functional approach to asymmetry in comparisons. In *Proceedings of the Sixteenth Annual Conference of the Cognitive Science Society* (pp. 351-356). Hillsdale, NJ: Lawrence Erlbaum Associates.

PAPERS SUBMITTED OR IN PREPARATION

Bowdle, B. F. (in preparation). Cognitive notions of metaphoricity.

Bowdle, B. F. (in preparation). The role of aptness in metaphor comprehension.

PRESENTATIONS

Ghazal, E. M., Hanna, M., Kramer, T., Bowdle, B. F., & Fific, M. (2024). *From stagnation in cognitive development to conspiratorial belief*. Poster given at the 65th Annual Meeting of the Psychonomic Society, New York, NY.

Ghazal, E. M., Fific, M., Hanna, M., Kopich, J., Bowdle, B. F., Wehner, E., & Babb, L. (2024). *Exploring causal relationships between lack of control in one's life, interpretation of events, and conspiratorial beliefs*. Poster given at the 2024 Meeting of the Midwest Cognitive Science Conference, Athens, OH.

Bowdle, B. F. (2023). *Full moon madness (and other slices of psychological baloney)*. Invited talk given for the GVSU Psychology Club.

Bowdle, B. F. (2022). *Can communication be violence?* Invited talk given at the GVSU Honors College.

Bowdle, B. F. (2020). *No country for old cyborgs*. Invited talk given during the GVSU Philosophy Department symposium on transhumanism, Allendale, MI.

Park, E., Jung, E., Wentworth, G., & Bowdle, B. F. (2017). *Social influences on perceptions of fairness*. Poster given at the 2017 Convention of the Society of Personality and Social Psychology, San Antonio, TX.

Bowdle, B. F. (2008). *Aptness is a bear: Evaluating the relationship between metaphor quality and metaphor comprehension*. Poster given at the Thirtieth Annual Conference of the Cognitive Science Society, Washington, DC.

Gokcesu, S., & Bowdle, B. F. (2003). *Conventionality, similarity, and the metaphor/simile distinction*. Poster given at the Twenty-fifth Annual Conference of the Cognitive Science Society, Boston, MA.

Bowdle, B. F. (2001). *The plexity effect: How grammar influences the conceptualization of common categories*. Invited talk given at the 2001 Meeting of the Midwestern Psychological Association, Chicago, IL.

- Bowdle, B. F., & Medin, D. L. (2001). *Reference point reasoning and comparison asymmetries*. Talk given at the Twenty-third Annual Conference of the Cognitive Science Society, Edinburgh, Scotland.
- Bowdle, B. F., & Gentner, D. (2000). *Convention, form, and figurative language processing*. Talk given at the Tenth Annual Meeting of the Society for Text and Discourse, Lyon, France.
- Bowdle, B. F., & Gentner, D. (1999). *Conventionality and metaphor comprehension: A process-priming study*. Talk given at the Ninth Annual Meeting of the Society for Text and Discourse, Vancouver, BC.
- Bowdle, B. F., & Gentner, D. (1999). *Metaphor comprehension: From comparison to categorization*. Talk given at the Twenty-first Annual Conference of the Cognitive Science Society, Vancouver, BC.
- Bowdle, B. F. (1998). *Conventionality, polysemy, and metaphor comprehension*. Invited talk given at the University of Provence, Aix, France.
- Bowdle, B. F. (1998). *Alignment and abstraction in metaphor*. Talk given at the Workshop on Advances in Analogy Research, Sofia, Bulgaria.
- Bowdle, B. F. (1996). *Beyond category: The place of simile in a theory of metaphor*. Invited talk given at the Northwestern University Language and Cognition Spring Colloquium on Metaphor, Evanston, IL.
- Bowdle, B. F., & Gentner, D. (1995). *The career of metaphor*. Poster given at the Thirty-sixth Annual Meeting of the Psychonomic Society, Los Angeles, CA.
- Bowdle, B. F., & Ward, G. (1995). *Category variability and the English demonstrative system*. Talk given at the Fourth International Cognitive Linguistics Conference, Albuquerque, NM.
- Bowdle, B. F., & Ward, G. (1995). *Generic demonstratives*. Talk given at the Twenty-first Annual Meeting of the Berkeley Linguistics Society, Berkeley, CA.
- Gentner, D., & Bowdle, B. F. (1994). *The coherence imbalance hypothesis: A functional approach to asymmetry in comparisons*. Talk given at the Sixteenth Annual Conference of the Cognitive Science Society, Atlanta, GA.

TEACHING

INTERESTS:

Cognitive Psychology; Cognitive Science; Educational Psychology; Introductory Psychology; Political Psychology; Psychology of Language; Social Cognition

**TEACHING
EXPERIENCE:**

Courses taught at Grand Valley State University

PSY 101 (Introduction to Psychology); PSY 311 (Controversial Issues in Psychology); PSY 325 (Educational Psychology); PSY 357 (Psychology of Language); PSY 399 (Independent Readings); PSY 492 (Psychology Capstone); PSY 499 (Independent Study)

Courses taught at Indiana University

P335 (Cognitive Psychology); P435 (Lab in Human Learning and Cognition); P438 (Language and Cognition); P493 (Supervised Research); P494 (Supervised Research); P660 (Teaching Psychology); Q240 (Philosophical Foundations of the Cognitive and Information Sciences)

Teaching Assistant, Northwestern University, 1992 – 1995

A10 (Introduction to Psychology); BO1 (Statistical Methods in Psychology); BO5 (General Experimental Psychology); B10 (Introduction to Cognitive Science: Language, Vision, and Memory); C11 (Human Learning and Memory)