

Marcus Cheetham
Short Curriculum Vitae

Academic Employment

- 2014 – present Professor of Cognitive Psychology.
Nungin University, Department of Psychology, Seoul, South Korea.
- 2014 – present Senior Research Associate & EU-Liaison Officer.
URPP *Dynamics of Healthy Aging*, University of Zurich, Switzerland.
- 2013 – 2014 Senior Research Assistant (Oberassistent ad personam).
Dept. of Neuropsychology, Institute of Psychology, University of Zurich,
Switzerland.
- 2011 – 2013 Research Assistant (Post-Doc).
Dept. of Neuropsychology, Institute of Psychology, University of Zurich,
Switzerland.
- 2007 – 2011 Doctoral Research Assistant.
Dept. of Neuropsychology, Institute of Psychology, University of Zurich,
Switzerland.

Education

- 2011 Ph.D. in Psychology (Dr. phil., Summa cum laude), University of Zurich.
Dissertation: The Uncanny Valley Hypothesis: behavioural, eye-movement,
and functional MRI findings.
- 2003 Master's Degree in Psychology.
Albert-Ludwigs University, Freiburg i.Br., Germany

Research Interests

- Psychology of cognitive and emotional engagement with computer graphics based humanlike characters (virtual humans).
- Behavioural and neuropsychological mechanisms of presence in virtual reality.
- Application of virtual humans for psychological assessment and intervention.
- Application of virtual humans for psychological experimentation.

Selected Publications

Cheetham, M., Wu, L., Pauli, P. & Jancke, L. (2015). Arousal, valence, and the uncanny valley: psychophysiological and self-report findings. *Frontiers in Psychology*, 6: 981.

Cheetham, M., Suter, P., & Jancke, L. (2014). Perceptual discrimination difficulty and familiarity in the Uncanny Valley: more like a "Happy Valley". *Frontiers in Psychology*, 19, 5, 1219.

Cheetham, M., Hänggi, J., & Jancke, L. (2014). Identifying with fictive characters: structural brain correlates of the personality trait 'fantasy'. *Soc Cogn Affect Neurosc.*, 9 (11), 1836-1844.