



Name: Naomi Ziv
College of Management, Academic Studies

Date: 10.10.22

CURRICULUM VITAE

1. Personal Details

Permanent Home address: 6, Lahover street, Tel-Aviv

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2. Higher Education

A. Undergraduate and Graduate Studies

B.A. in psychology and French language and culture, Tel-Aviv University, 1991.

Maîtrise in psychology, Paris-X, Nanterre, 1994. Supervisor: Prof. Michel Imberty.

DEA in psychology: Paris-X, Nanterre, 1995. Supervisor: Prof. Michel Imberty.

B. Doctoral Degree

Psychology, Paris-X, Nanterre, 1999. Supervisor: Prof. Michel Imberty.

C. Other Education

A year of musicology at Tel-Aviv University, 1993.

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Institution and Department	Rank/Position
2001-2006	Max Stern Academic College	Doctor instructor
2006-2009	Max Stern Academic College	Lecturer
2011-2022	College of Management – Academic Studies	Senior Lecturer
2022	College of Management – Academic Studies	Associate professor



4. Offices in Academic Administration

2013-2017: Head of Research committee, Psychology, College of Management – Academic Studies

2013-2021: Head of Ethics committee, Psychology, College of Management – Academic Studies

2014-2016: Member, Instruction committee, Psychology, College of Management – Academic Studies

2015: Member, Nomination committee, Psychology, College of Management – Academic Studies

2015: Member, Steering committee, Psychology, College of Management – Academic Studies

2017-2018: Head of Teaching and Technology in the 21st Century committee, College of Management – Academic Studies

2019-current: Head of B.A. program in Psychology, College of Management – Academic Studies

5. Scholarly Positions and Activities outside the Institution

Reviewer in peer-reviewed journals:

Psychology of Music

Motor Control: September

Psychomusicology: Music, Mind and Brain

Frontiers in Psychology

Musicae Scientiae

Palliative and Supportive Care

Music and Science

Editorial Board Membership

Musicae Scientiae 2022.

Social Psychology Research 2022.

Consultant:

MIROR: Music Interaction Relying on Reflection. European Community, grant n. 258228, 2010-2013.

Sony France: consultant, Bifurcation project, March 2015.

6. Participation in Scholarly Conferences



a. **Active Participation**

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
1998	IAEA (International Association of Empirical Aesthetics)	Rome, Italy	Musical time	Presenter
1999	ECONA (Interuniversity Center for research in Cognitive Processing)	Rome, Italy	Tonal phrase and narrative structure	Presenter
2000	ICMPC (International Conference on Music Perception and Cognition)	Keele, England	Narrative and musical time	Presenter
2002	ICMPC	Sydney, Australia	Perceiving thematic structure	Presenter
2004	ICMPC	Chicago, USA	Recounted musical events	Presenter
2006	ICMPC	Bologna, Italy	Construction of harmonic phrase	Presenter
2006	ICMPC	Bologna, Italy	Effect of background music on children's interpretation of story	Presenter
2008	ISHS (International Society for Humor Studies)	Alcala de Henares, Spain	Humor and music	Presenter
2009	ESCOM (European Society for the Cognitive Sciences of Music)	Jyvaskyla, Finland	Music and hope	Presenter
2010	ICMPC	Seattle, USA	Effect of background music on ad evaluation	Presenter
2012	ICMPC-ESCOM	Thessaloniki, Greece	Music and identity	Presenter
2013	SMPC (Society for Music Perception and Cognition)	Toronto, Canada	Music and error management training	Presenter
2013	SMPC	Toronto, Canada	Music and humor	Presenter
2014	ICAP (International Conference on Applied Psychology)	Paris, France	Music and error management training	Presenter
2014	ICMPC-APSCOM	Seoul, South Korea	Music and compliance	Presenter
2015	ESCOM	Manchester, England	Music and patriotism	Presenter
2016	ICMPC	San Francisco, USA	Empathy and moral behavior	Presenter
2016	ICMPC	San Francisco, USA	Music and taste	Presenter
2017	ESCOM	Gent, Austria	Music and national sentiment	Presenter



Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
2018	ESCOM	Graz, Austria	Music and protest	Presenter
2019	Apulian symposium on music psychology	Bari, Italy	Protest songs	Presenter
2019	ICMPC	New York, USA	Protest songs and empathy	Poster
2021	ESCOM-ICMPC	online	Music and politics	Presenter
2022	SMPC	Portland, USA	Music and dating	Poster

b. Organization of Conferences or Sessions

Date	Name of Conference	Place	Subject/Role of Conference, Comments	Role
2006	ICMPC 9	Bologna	Music Perception	Session chair
2014	ICMPC 13- EPSCOM 5	Seoul	Music Perception	Session chair
2015	ESCOM	Manchester	Music Perception	Member, Review committee
2015	ESCOM	Manchester	Music Perception	Session chair
2017	ESCOM	Gent	Music Perception	Review committee
2018	ESCOM-ICMPC	Graz	Music Perception	Review committee
2021	ESCOM-ICPMC	online	Music Perception	Review committee, session chair



7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
2015	Tel Aviv University	Colloquium	The social psychology of music: the dark side
2019	Bologna University	Colloquium	Protest songs and emotions toward outgroup
2019	Jyvaskyla University	Seminar	Protest songs and emotions toward outgroup
2019	Sheffield University	Seminar	Protest songs and emotions toward outgroup
2020	Graz University	Colloquium (via zoom)	Protest songs and emotions toward outgroup
2022	Tel-Aviv University	Colloquium	Music in everyday life

8. Research Grants

A. Grants awarded

Role in Research	Co-Researchers	Topic	Funded by/Amount	Year
Main	Shlomit Friedman, IDC	Music's influence on error management and learning	College of Management Research Fund: 8,200 shekel	2012
Main		Music's influence on nationalism salience	College of Management Research Fund: 10,300 shekel	2013
Main		Music and political attitudes	College of Management Research Fund: 12,000 shekel	2017
Main		Music's influence on impression formation	College of Management Research Fund: 4,500 shekel	2020

9. Teaching

a. Courses Taught in Recent Years

Year	Course Name	Type: Lecture/Seminar/Workshop/High Learn Course/Introduction	Degree	No. of Students
2001-2009 2018-2021	Introduction to psychology	Introduction course	B.A.	80
2000-2021	Music psychology	Lecture; empirical seminar	B.A.	15-50
2008, 2014	Narrative psychology	Lecture	B.A.	40-50
2011-2014	Psychological aspects	Lecture	M.A.	35



	of public policy			
2013, 2019	Decision making	Lecture	M.A., B.A.	35-70
2012-2021	Internet psychology	Lecture; empirical seminar	B.A.	15-70
2011, 2014	Personality theories	Lecture	B.A.	70
2015-2018	Political psychology	Lecture	B.A.	15
2018	Behavioral psychology	lecture	B.A.	70
2020-2021	Social psychology	lecture	B.A.	70

b. Supervision of Graduate Students

Name of Student	Title of Thesis	Degree	Completion Date / in Progress	Students' Achievements
Einat Dolev	Background music and bullying	Master's in educational counseling	2009	
Ahlam Rahal	Music and national identity in Palestinian adolescents	Master's in educational counseling	2011	
Shmulik Zilberfab	Effect of rhythm on anxiety and performance	Master's in medical psychology	2013	

c. Thesis review

Name of Student	Title of Thesis	Degree	Supervisors	Completion date/ in Progress
Jonalyn Isaac	Engagement and Exploration of Non-Musicians Through Simplified and Context-Based Musical Interface	Master's in Organization Behavior and Development, IDC, Israel	Dr. Revital Hollander & Dr. Lior Noy	Submitted March 2022
Alessandro Ansani	The pervasive influence of the soundtrack on the interpretation of audiovisuals: self-report and behavioral studies from a multivariate perspective	Ph.D. in Psychology and Cognitive Science, Sapienza University of Rome	Prof. Isabella Poggi, Prof. Luca Mallia, and Prof. Marta Olivetti Belardinelli	Submitted November 2021



10. Miscellaneous

Work mentioned in news or professional blogs:

- Psychology Today (December, 2012): <https://www.psychologytoday.com/blog/why-music-moves-us/201212/music-and-moral-judgement>
- LiveStrong (June, 2013): <http://www.livestrong.com/article/1004103-music-influences-bullying-behavior/>
- CNN (Sept. 2013) : <http://edition.cnn.com/2013/08/31/health/music-dementia-link/index.html>
- The Oregonian (June, 2013):
http://www.oregonlive.com/performance/index.ssf/2013/06/playing_piped_music_on_playground.html
- The Telegraph (June, 2013): <http://www.telegraph.co.uk/news/science/science-news/10116874/Piped-playground-music-may-reduce-bullying.html>
- Pacific Standard (April, 2013): <http://www.psmag.com/books-and-culture/background-music-reduces-playground-bullying-56156>
- Foundations of music education (May, 2014):
<http://foundationsofmusiced.blogspot.co.il/2014/05/music-and-morality.html>
- Macho Zapp music journalism blog (August, 2015):
<http://www.machozapp.com/blog0/2015/8/15/music-the-corrupter>
- PsyBlog (May, 2011): <http://www.spring.org.uk/2011/05/the-all-time-top-six-reasons-we-love-music.php>
- Limelight (September, 2015): <http://www.limelightmagazine.com.au/news/can-good-music-make-us-do-bad-things>
- Pacific Standard (September, 2015): <http://www.psmag.com/health-and-behavior/the-dark-side-of-the-power-of-music>
- Creative Music Therapy Solutions (March, 2016): <http://creativemusictherapy.ca/the-mindful-use-of-music/>
- Haaretz, Galeria section (July, 2016): <http://www.haaretz.co.il/gallery/music/.premium-1.3011699>
- BBC Future (February 2017): <http://www.bbc.com/future/story/20170210-why-happy-music-makes-you-do-bad-things>
- Denison Forum (February 2017): <https://www.denisonforum.org/uncategorized/happy-music-bad/>
- Daily Mail (February 2017): <http://www.dailymail.co.uk/sciencetech/article-4255892/Easy->



[listening-upbeat-music-makes-IMMORAL.html](#)

- Mirror (February 2017): <http://www.mirror.co.uk/news/uk-news/radical-hate-groups-could-use-9912658>
 - Express Tribune (February 2017): <https://tribune.com.pk/story/1338719/taylor-swifts-music-make-immoral/>
 - Interview on W Radio (March 2017): [http://www.wradio.com.co/escucha/archivo de audio/las-canciones-felices-pueden-nublar-nuestra-mente-y-obligarnos-a-hacer-cosas-naomi-ziv/20170306/oir/3401220.aspx](http://www.wradio.com.co/escucha/archivo_de_audio/las-canciones-felices-pueden-nublar-nuestra-mente-y-obligarnos-a-hacer-cosas-naomi-ziv/20170306/oir/3401220.aspx)
 - ULM site (March 2017): <http://www.lt10.com.ar/noticia/183608—puede-la-musica-influenciar-el-comportamiento>
 - MTV (March 2017): <http://www.mtv.com/news/2994138/evil-scary-music/>
 - BigThink (March 2019): <https://bigthink.com/mind-brain/background-music-affects-decision-making>
 - SPSP Character and Context blog (January 2020): <https://www.spsp.org/news-center/blog/ziv-protest-songs-attitudes-war-peace>
 - PsyPost (August 2021): <https://www.psypost.org/2021/08/new-study-suggests-people-turned-to-music-to-cope-with-psychological-and-emotional-challenges-during-the-covid-19-pandemic-61643>
 - Psychology Today (August 2021): <https://www.psychologytoday.com/us/blog/live-in-concert/202108/musical-gleanings-the-pandemic>
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PUBLICATIONS

A. Ph.D. Dissertation

La structuration d'une phrase musicale et ses effets sur la composition d'un récit.

Number of pages: 172. Language: French. University: Parix-X Nanterre. Supervisor: Prof. Michel Imberty.

B. Scientific Books (Refereed)

A. Authored Books

Published

1. Ziv, A. & Ziv, N. (2002). Humour et créativité en Education. Paris: Créaxion
2. Ziv, A. & Ziv, N. (2010). Educational Psychology in the 21st Century (in Hebrew). Tel-Aviv: Yahdav.

C. Articles in Refereed Journals

Published

1. Ziv, N. (2002): Narrative and musical time: children's perception of structural norms, *Maft'e'ach: music teacher's journal*, 4, 78-94 (in Hebrew).
 2. Ziv, N. & Moran, O. (2006)*. Human versus computer: The effect of a statement concerning a musical performance's source of evaluation of its quality and expressivity, *Empirical Studies of the Arts*, 24(2), 177-191.
 3. Ziv, N. & Goshen, M. (2006)*. The Effect of "Sad" and "Happy" Background Music on the Interpretation of a Story in Five to Six-Year Old Children, *British Journal of Music Education*, 23(3), 303-314. IF: .944.
 4. Ziv, N. & Eitan, Z. (2007). Themes as prototypes: Similarity judgments and categorization tasks in musical contexts, *Musicae Scientiae*, Discussion Forum 4A, 99-133. IF: 1.25.
 5. Ziv, N., Granot, A., Hai, S., Dassa, A. & Haimov, I. (2007). The Effect of Background Stimulative Music on Behavior in Alzheimer's Patients, *Journal of Music Therapy*, 44(4), 329-443. IF: 1.73.
 6. Ziv, N., Sagi, G. & Basserman, K. (2008)*. The effect of looks and musical preference on trait inference, *Psychology of Music*, 36(4), 463-476. IF: 2.
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7. Ziv, N., Rotem, T., Arnon, Z. & Haimov, I. (2008). The effect of music relaxation versus progressive muscular relaxation on insomnia in older people, and their relationship to personality traits. *Journal of Music Therapy*, 45(3), 360-381. IF: 1.73.
8. Ziv, N. & Keydar, E. (2009)*. The relationship between creative potential, aesthetic response to music and musical preferences. *Creativity Research Journal* 21(1), 125-133.
9. Bloch, B., Resef, A., Vadas, L., Haliba, Y., Ziv, N., Kremer, I. & Haimov, I. (2010). The effects of music relaxation on sleep quality and emotional measures in people living with schizophrenia. *Journal of Music Therapy*, 47(1), 27-52. IF: 1.73.

Since last promotion:

10. Ziv, N., Ben Chaim, A. & Itamar, O. (2011)*. The effect of positive music and dispositional hope on state hope and affect. *Psychology of Music*, 39(1), 3-17. [doi: 10.1177/0305735609351920](https://doi.org/10.1177/0305735609351920). IF: 2.
 11. Ziv, N. & Omer, E. (2011)*. Music and time: The effect of experimental paradigm, musical structure and subjective evaluations on time estimation. *Psychology of Music*, 39(2), 182-195. First published on November 25, 2010 as doi:10.1177/0305735610372612 IF: 2.
 12. Blanaru, M., Bloch, B., Vadas, L., Arnon, Z., Ziv, N., Kremer, I., & Haimov, I. (2012). The effects of music relaxation techniques on sleep quality and emotional measures among individuals with posttraumatic stress disorder. *Mental Illness*, 4(2), e13. Doi: 10.4081/mi.2012.e13
 13. Ziv, N., Geyer, M. & Hofftmann, M. (2012)*. Music and moral judgment: The effect of music on evaluation of an ad promoting unethical behavior. *Psychology of Music*, 40(6), 738-760.
 14. Ziv, N. & Dolev, E. (2013)*. The effect of background music on bullying: A pilot study. *Children and Schools*. doi: 10.1093/cs/cdt006 IF: .36.
 15. Ziv, N., Ayash, Y., & Ornstein, L. (2013)*. Instrument Timbre and Trait Attribution. *Psychomusicology: Music, Mind and Brain*, 23(3), 168-176.
 16. Ziv, N. & Radin, S. (2014)*. Absolute and relative pitch: Global versus local processing of chords. *Advances in Cognitive Psychology*, 10(1), 15-25. IF: 1.43.
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17. Ziv, N. (2015). Music and compliance: Can good music make us do bad things? *Psychology of Music*. Doi: 0.1177/0305735615598855 IF: 2.
18. Ziv, N. (2017). Reactions to 'patriotic' and 'protest' songs in individuals differing in political orientation. *Psychology of Music*. Published June 30, 2017. Doi: <https://doi.org/10.1177/0305735617713119>
19. Ziv, N. (2018). Musical flavor: the effect of background music and presentation order on taste. *European Journal of Marketing*. IF: 1.49.
20. Israel, A., Lahav, E., & Ziv, N. (2019). Stop the music? The effect of music on risky financial decisions: an experimental study. *Journal of Behavioral and Experimental Finance*. <https://doi.org/10.1016/j.jbef.2019.07.003>
21. Ziv, N. (2019). Pro-peace or anti-war: the effect of emotions primed by protest songs on emotions toward ingroup and outgroup in conflict. *Journal of Applied Social Psychology*, 49, 778-795. IF: 1.23.
22. Ziv, N. & Hollander-Shabtai, R. (2021). Music and COVID-19: changes in uses and emotional reaction to music under stay-at-home restrictions. *Psychology of Music*. <https://doi.org/10.1177/03057356211003326>

*Co-authors are students



D. Articles or Chapters in Scientific Books

(which are not Conference Proceedings)

Published

1. Ziv, N. (1999) Tonal phrase and narrative structure, in: Olivetti-Belardinelli, M. & Fiorillici, C. (Eds.): *Musical Behavior and Cognition, General Psychology*, 213-224.
2. Ziv, N. (2001) La Structuration d'une phrase tonale et ses effets sur l'écriture d'un récit, in: Imberty, M. (Ed.): *De l'écoute à l'oeuvre ; Etudes interdisciplinaires* Paris: l'Harmattan, 131-156.
3. Ziv, N. (2004): Music Perception and Cognition, in: *Behavior: Theory and Practice*, Max Stern Academic College of Emek Yizre'el, pp. 101-120 (in Hebrew).
4. Ziv, N. Excellence in music (2022) (in Hebrew). In: G. Tenenbaum, Y. Galili, & O. Eldadi (Eds.). *Expertise and excellence: A multi-disciplinary perspective*. Herzliya: IDC press.

E. Articles in Conference Proceedings

Published

1. Ziv, N. (1999): Tonal Phrase and Narrative Structure, in: *Musical Cognition and Behavior: Relevance for Composing*, ECONA Conference Proceedings, Rome.
2. Ziv, N. (2000): Narrative Structure and Musical Time: Children's Perception of Structural Norms, in: Woods, C., Luck, G., Brochard, R., Seddon, F. & Sloboda, J.A. (eds.): *Proceedings Sixth International Conference on Music Perception and Cognition*, Keele, UK (CDROM).
3. Eitan, Z. & Ziv, N. (2002) : Perceiving thematic structure: similarity judgments versus categorization tasks, in: Stevens, C., Burnham, D., McPherson, G., Schubert, E. & Renwick, J. (eds.), *ICMPC7 Proceedings*, Sydney, Australia: University of New South Wales (CDROM).
4. Rawlings, D., Ziv, N. Hill, M., Barrantes-Vidal, N (2002).: Personality and liking for music excerpts categorized according to "mood quality": a cross-cultural study, in: Stevens, C.,



- Burnham, D., McPherson, G., Schubert, E. & Renwick, J. (eds.), *ICMPC7 Proceedings*, Sydney, Australia: University of New South Wales (CDROM).
5. Rawlings, D., Hill, M., Marshall, S., Bendall, T., Ziv, N. & Barrantes-Vidal, N. (2003). Psychotism, Sensation-Seeking and enjoyment of emotion producing music, *Proceedings of the 38th Conference of the Australian Psychological Society*, Perth, Australia, 175-178
 6. Ziv, N. (2004). The relationship between social circumstances and recounted musical experiences, in Lipscomb, S.D., Ashley, R., Gjerdingen, R.O. & Webster, P. (eds.): *ICMPC8 Proceedings*, Evanston, USA (CDROM).
 7. Ziv, N., Storino, M., Bonfiglioli, L., Incasa, I., Caterina, R. & Baroni, M. (2006). Construction of a harmonic phrase, *Proceedings of the ICMPC9*, Bologna, August.
 8. Ziv, N. & Goshen, M. (2006). The effect of background music on the interpretation of a story in 5 year olds, *Proceedings of the ICMPC9*, Bologna, August.
 9. Haimov, I., Blanaro, M., Arnon, Z., Ziv, N., Bloch, B., Reshef, A., Vadas, L., Kremer, I. (2010). The effects of music and muscle relaxation therapies on sleep quality in individuals with post-traumatic stress disorder. *Journal of Sleep Research*, 19 (Suppl. 2), 364. Conference proceedings of the 20th congress of the European Sleep Research Society, Lisbon, 14-18 September.
 10. Ziv, N., Hoftman, M. & Geyer, M. (2010). The effect of background music on the evaluation of an ad for an internet site allowing copying college essays. In D.M. Demorest, S.J. Morrison & P.S. Campbell (Eds). *Proceedings of the 11th International Conference on Music Perception and Cognition (ICMPC11)*, Seattle, Washington (CD-ROM).
 11. Ziv, N. & Rahal, A. (2012). Music and identity: The effect of background music on Israeli Palestinians' salience of ethnic identity. *Proceedings of the ICMPC-ESCOM joint conference*, Thessaloniki, Greece (CD-ROM).

F. Other Publications

Ziv, N. (2016). Music and hope. In: L. Bormans (ed.), *World Book of Hope*.

G. Work in progress



1. “Love at first song”: a series of studies conducted in collaboration with a former student, two current students, and Ph.D. candidate Ansani from La Sapienza University in Rome, focus on the effect of background music on interpersonal attraction. Having conducted a first study, data collection for a second study is planned to start in mid January 2022. A further series of 3 studies will be conducted between March and August 2022, in Israel and in Italy.
2. “Music and political attitudes”: a research project in collaboration with two students aims to continue my previous research on the topic, focusing on music’s effect on confirmation bias after exposure to counter-attitudinal information. Data collection is planned for May-July 2022.
3. “Music and aggression”: a series of studies is planned, in collaboration with former students, on the effect of arousing or calming background music on aggression. A preliminary study has been conducted, and data collection on a second study are being collected in January 2022. A further two studies are scheduled to be conducted between April and June 2022.

H. Summary of My Research Activities and Future Plans

My academic career started with a Bachelor’s degree in Psychology at Tel-Aviv University, alongside a parallel Bachelor’s degree in French language and culture. My Master’s and Ph.D. were obtained at the University of Paris-X Nanterre, under the supervision of Prof. Michel Imberty, where my research focused on how musical structure influences the composition of a narrative structure. Since then, I have been conducting research and teaching in various academic institutions in Israel.

My main field of study is music psychology. Music plays a significant part in people’s lives, and is present as background in numerous contexts and situations. The study of music’s influence in various settings may thus contribute to understanding central issues in psychology. My studies deal with the various effects music exerts on social, behavioral, emotional and cognitive aspects.

Through the years, my studies in music psychology have dealt with central issues of the field.



These included cognitive aspects of music perception (Ziv & Eitan, 2007; Ziv & Radin, 2014) and time perception (Ziv & Omer, 2011); emotional aspects such as story interpretation in young children (Ziv & Goshen, 2006); the effect of music on situational hope (Ziv, Ben Chaim & Itamar, 2011); sleep quality and emotion in elderly people and people suffering from PTSD and schizophrenia (Blanaru et al., 2012; Bloch et al., 2010; Ziv et al., 2008) and behavior in Alzheimer's patients (Ziv et al., 2007).

Several of my studies are directly concerned with factors related to social psychology. For example: the effects of music on trait attribution (Ziv, Ayash & Ornstein, 2013; Ziv, Sagi & Basserman, 2008); and the effect of music on bullying behavior in children (Ziv & Dolev, 2013). Likewise, a recent study of mine dealt with changes in music use during the first lockdown due to the Corona Virus (Ziv & Hollander-Shabtai, 2021).

In recent years my focus has shifted towards the ways in which music is used as a tool to manipulate people's attitudes and behavior. In this context, I have studied the effect of music on persuasion in ads promoting unethical messages (Ziv, Geyer & Hoffman, 2013), on compliance with a request implying harming a third person (Ziv, 2015), on decision making (Israel, Lahav & Ziv, 2019) and on the perception of taste in marketing contexts (Ziv, 2018).

My current research focuses on the effect of music in political contexts (Ziv, 2017; 2019), a topic which I am continuing to study in a number of ongoing studies. I am interested in the way "patriotic" and "protest" songs influence national sentiment, attitudes toward the "other", and in the effects background music may have on perception and acceptance of various political messages, an issue which seems to me of particular relevance in the current political climate.

As you can see in my curriculum vitae, I am first author in the majority of my publications. Thus my experience in conducting experiments, academic writing, and statistical analyses is substantial. Moreover, twelve of my published articles are based on studies conducted by B.A. students (credited as co-authors) who took part in empirical seminars given by me. In this way, I combine research and pedagogical goals.

My research is regularly presented in international conferences on music psychology, particularly the International Conference on Music Perception and Cognition (ICMPC) and The European Society for the Cognitive Sciences of Music (ESCOM), where I occasionally chair sessions and serve as a member of the review committee. I have likewise been a reviewer for journals such as



Psychology of Music, *Musicae Scientiae*, and *Frontiers*. Recently I have become an editorial board member two journals: *Musicae Scientiae* and the *Journal of Social Psychology Research*.

I have also contributed to the *World Book of Hope* (Bormans, Ed., 2016), a book intended for the wide public including contributions by 100 scholars in various fields dealing with hope. Likewise, I have written a chapter on excellence in music for a book on excellence edited by Prof. Tenenbaum and Prof. Galili (2021). In addition, I am currently planning a research project in collaboration with Prof. Gidron and the *Musethica* organization on the effect of the organization's young musicians formation program.

A number of studies conducted by me have received media attention. For example, the study on music's effect on Alzheimer's patients on the CNN site (2013), the study on bullying behavior in children in the *Pacific Standard* and *The Telegraph* (2013), the effect of music on persuasion in *Psychology Today* (2012), and the influence of music on compliance in *Pacific Standard* (2015), and *BBC Future* (2017). I was also interviewed on W Radio, Columbia, in relation to this study (2017) and have written a blog for the *Society for Personality and Social Psychology's Character and Context* page (2020).

Between 2010-2013 I was a consultant on an international team for the European *MIROR* projects, which dealt with the development of software designed to encourage musical creativity.

Beyond the field of music psychology, I have also co-authored two books with my father, Prof. Avner Ziv, on educational psychology (2010) and on humor and creativity in education (2003).

As mentioned above, my current focus of interest is the effect of music on attitudes toward political issues. I am in the process of continuing a study on the influence of background music on the perception of individuals expressing views representing different political ideologies. These studies are carried out in collaboration with two former students.

Another avenue of research which I am pursuing, also in collaboration with former students, concerns the effect of background music on inter-personal attraction and on the attribution of personality traits. Although the role of music in courtship has long been recognized, there are only very few empirical studies demonstrating its effect on attraction. The present series of studies focuses on how background music expressing different emotions may influence the way a person is perceived and their attractiveness.



In parallel, I am working on a project in collaboration with the Musethica organization, a training program for young musicians, and Prof. Gidron. The organization is dedicated to exposing classical music to new audiences in various settings such as hospitals, special schools and other institutions. The planned project aims to examine the effect of the training program both on the musicians and on the audiences.