

# Feiyang Wang

Tel: +44 (0)7707693858

Email: f.wang14@lse.ac.uk

## Education

---

Ph.D. in Psychological and Behavioural Science	2018-Present	Department of Psychological and Behavioural Science (PBS), London School of Economics and Political Science (LSE), UK (Fully funded, LSE Ph.D. Studentship)
--	--------------	--

Supervisors: Dr. Frédéric Basso & Prof. Bradley Franks

M.Sc. in Social & Public Communication	2016-2017	PBS, LSE, UK (Distinction, Winner of the Himmelweit Award for the highest overall grade in the M.Sc. program)
--	-----------	--

Dissertation: “*Animals Are Friends, Not Food: Effects of Ontological Metaphor on Omnivores’ Attitudes towards Meat-Eating*”

Supervisor: Dr. Frédéric Basso

B.A. in Journalism	2012-2016	College of Media & Cross-Cultural Communication, Zhejiang University, China (GPA: 3.95/4.0)
--------------------	-----------	--

Thesis: “*How do people present their physical activities on WeChat: A Primary Study of Exercisers’ Self-Presentation on SNS sites*”

Supervisor: Prof. Zhize Shao

## Academic Employment

---

2019-2021	Graduate teaching assistant for the course PB4A7 Quantitative Methods for Behavioural Science at PBS, LSE, UK (holding online and in-person seminars and office hours; managing the course webpage and materials; grading assignments and providing feedback)
-----------	--

2019-2020	M.Sc. project officer for quantitative dissertations at PBS, LSE, UK (holding dissertation workshops and office hours; providing student support; analyzing the exam statistics of all the PBS M.Sc. courses and writing the three-year comparison report)
-----------	---

2017-2018

Research assistant working with Dr. Frédéric Basso at PBS,  
LSE, UK  
(*designing and conducting experiments; analyzing data and  
writing reports*)

## Publications & Manuscripts

---

Wang, F. (under review). Would you eat pork when pigs have family or friends? Cultural values modulate the effects of anthropomorphic metaphors on meat consumption.

Wang, F., Shreedhar, G., Galizzi, M., & Mourato, S. (under review). A take-home message: Workplace food waste interventions influence household pro-environmental behaviors.

Wang, F., & Basso, F. (2021). The peak of health: The vertical representation of healthy food. *Appetite*, 167, 105587.

Wang, F., & Basso, F. (2019). “Animals are friends, not food”: Anthropomorphism leads to less favorable attitudes toward meat consumption by inducing feelings of anticipatory guilt. *Appetite*, 138, 153-173.

## Conference Presentations

---

Using Metaphors to Discourage Meat Consumption. *RKTS Workshop: An EASP Community of Environmental Social Psychologists*. January 2022.

## Skills

---

Language	Chinese, English
Software	SPSS, Stata, R, Adobe Photoshop

## Other Employment

---

2015-2016	International news researcher at Southern Weekly, China (Part-time)
Autumn 2015	Intern journalist & website editor at Xinhua News Agency, Anhui Branch, China (Outstanding Intern Award)
Summer 2014	Intern journalist at Hefei Evening News, China