



Professor Bruce Hood
M.A., M.Phil.(Dund.), Ph.D.(Cantab.)

Professor of Developmental Psychology in Society

Area of research

Cognitive Development

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([See a map](#))

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Summary

My research interests include:

- Cognitive development from a neuroscience perspective.
- Inhibitory control of thoughts and actions.
- Spatial representation and action.
- Naïve theories.
- The origin of adult magical reasoning from children's natural intuitions.

Current grants

- ESRC (2015-2018) The Endowment Effect and "Self" in Children

PHD students supervised

- Sandra Weltzien

Biography

Bruce Hood is the Director of the Bristol Cognitive Development Centre in the School of Psychological Science. He undertook his Ph.D. at Cambridge University followed by appointments at University College London, MIT and a faculty professor at Harvard. He has been awarded an Alfred Sloan Fellowship in neuroscience, the Young Investigator Award from the International Society of Infancy Researchers, the Robert Fantz memorial award and the 2014 Award for Media and Public Engagement by the British Psychological Society. In 2016, he was awarded the inaugural B.P.S. Distinguished Contribution to British Developmental Psychology. He is a Fellow of the American Psychological Society, the Royal Institution of Great Britain, and the British Psychological Society. He is the founder of Speakezee, the world largest academic speakers platform. In 2019, he received an honorary doctorate of science from the University of Abertay for services to psychology. He is the author of four popular science books, including the 2012 best-seller, "The Self Illusion" and the leading undergraduate textbook, "Psychology," which he co-authors with Dan Schacter, Dan Gilbert and the late Dan Wegner.

Teaching

Experimental Psychology:

- Year 1 Developmental Psychology
- Year 1 Myths and Misconceptions

Keywords

- Cognitive Development

Expertise

I am interested in cognitive development from a neuroscience perspective. My research interests include; face and gaze processing; inhibitory control of thoughts and actions; Spatial representation and action; naive theories; The origin of adult magical reasoning from children's natural intuitions. Many of my current interests in the origins of supernatural beliefs are contained in my forthcoming book, 'SuperSense: Why We Believe the Unbelievable?' which is to be published in April 2009 by HarperOne. <http://www.brucehood.com/>

- cognitive development
- neuroscience
- supernatural beliefs
- spatial representation
- naive theories
- face processing
- gaze processing

Memberships

Organisations

[School of Experimental Psychology](#)

Other sites

- [Neuroscience](#)

Psychological Science staff

- [Psychological Science academic staff](#)

Research themes

- [Cognitive science](#)

Research groups

- [Cognitive science > Developmental group](#)

Links

-  [home page](#)

Recent publications

- Weltzien, S, Marsh, L, Kanngiesser, P, Stuijzand, B & Hood, B, 2019, '[Considering self or others across two cultural contexts: How children's resource allocation is affected by self-construal manipulations](#)'. *Journal of Experimental Child Psychology*, vol 184., pp. 139-157
- Weltzien, S, Marsh, LE & Hood, B, 2018, '[Thinking of me: Self-focus reduces sharing and helping in seven- to eight-year-olds](#)'. *PLoS ONE*, vol 13.
- Marsh, LE, Kanngiesser, P & Hood, B, 2018, '[When and how does labour lead to love? The ontogeny and mechanisms of the IKEA effect](#)'. *Cognition*, vol 170., pp. 245-253
- Hood, B, Weltzien, S, Marsh, L & Kanngiesser, P, 2016, '[Picture yourself: Self-focus and the endowment effect in preschool children](#)'. *Cognition*, vol 152., pp. 70-77
- Hood, B, 2016, '[Make recycled goods covetable](#)'. *Nature*, vol 531., pp. 438-440
- Baker, ST, Leslie, AM, Gallistel, C & Hood, BM, 2016, '[Bayesian change-point analysis reveals developmental change in a classic theory of mind task](#)'. *Cognitive Psychology*, vol 91., pp. 124-149
- Gjersoe, N, Hall, E & Hood, B, 2015, '[Children attribute mental lives to toys only when they are emotionally attached to the](#)'. *Cognitive Development*.
- Kanngiesser, P & Hood, B, 2015, '[The role of social eye-gaze in children's and adults' ownership attributions to robotic agents in three cultures](#)'. *Interaction Studies*, vol 16., pp. 1-28
- Kanngiesser, P & Hood, B, 2014, '[Young children's understanding of ownership rights in newly-made objects](#)'. *Cognitive Development*, vol 29., pp. 30-40
- Kanngiesser, P & Hood, B, 2014, '[The effect of labour across cultures: developmental evidence from Japan and the UK](#)'. *British Journal of Developmental Psychology*.

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