

Jay Olson, PhD

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jayolson.org

Sep 2025

Employment

- 2023– Postdoctoral Fellow, Department of Psychology, University of Toronto
- 2022– Behavioural Science Fellow, Impact & Innovation Unit, Government of Canada
- 2013– Scientific Consultant, various companies (e.g., Goldman Sachs, National Institute of Sports)

Education

- 2022 Postdoctoral Scholar, Department of Psychology, McGill University
- 2020–2021 Postdoctoral Fellow, Department of Psychology, Harvard University
- 2020 PhD, Psychiatry, McGill University
- 2015 MSc, Psychiatry, McGill University
- 2009 BA, Psychology, Simon Fraser University

Publications

Journal articles

- 2024 Brodie, S. M., Stunden, C., **Olson, J. A.**, Artenie, D. Z., Karapareddy, V., & D'Arcy, R. C. N. (2024). *Are first responders interested in psychedelics? Assessing previous use, interest, and willingness to participate in psychedelic-assisted therapy.* *Journal of Psychedelic Studies*. doi: 10.1556/2054.2024.00318
- 2024 Amini, M., **Olson, J. A.**, & Sharafi, Z. (2024). *Coding with a creative twist: Investigating the link between creativity scores and problem-solving strategies.* *Proceedings of the 2024 ACM/IEEE 44th International Conference on Software Engineering: New Ideas and Emerging Results*, 21–25. doi: 10.1145/3639476.3639766

- 2023 **Olson, J. A.**, Sandra, D. A., Veissière, S. P. L., & Langer, E. J. (2023). **Sex, age, and smartphone addiction across 41 countries (preprint)**. *International Journal of Mental Health and Addiction*. doi: 10.1007/s11469-023-01146-3
- 2023 Sandra, D. A., **Olson, J. A.**, Pageaux, B., & Roy, M. (2023). **“Ready-to-use” two-week home exercise program targeting depressive symptoms**. *Frontiers in Psychiatry*, 14, 1–5. doi: 10.3389/fpsyt.2023.1202955
- 2023 Artenie, D. Z., **Olson, J. A.**, Dupuis, G., Suisman, C. C., Casagrande, S. A. G., Akberdina, S., Roy, M., & Langer, E. J. (2023). **Exploring the clinical utility of choice blindness: Generalization of effects and necessity of deception**. *Psychology of Consciousness: Theory, Research, and Practice*. doi: 10.1037/cns0000372
- 2023 Sandra, D. A., **Olson, J. A.**, Langer, E. J., & Roy, M. (2023). **Presenting a sham treatment as personalised increases its effectiveness in a randomised controlled trial**. *eLife*, 12, e84691. doi: 10.7554/elife.84691
- 2023 Cyr, M., Artenie, D. Z., Al Bikaii, A., Lee, V., Raz, A., & **Olson, J. A.** (2023). **An evening light intervention reduces fatigue and work-related errors: A randomized controlled trial**. *Sleep Health*, 9(3), 373–380. doi: 10.1016/j.sleh.2023.02.004
- 2023 Mollica, A., Greben, R., Cyr, M., **Olson, J. A.**, & Burke, M. J. (2023). **Placebo effects and neurotechnology: Ethical considerations and recommendations**. *The Canadian Journal of Neurological Sciences*, 50, s34–s41. doi: 10.1017/cjn.2023.24
- 2023 **Olson, J. A.**, Cyr, M., Artenie, D. Z., Strandberg, T., Hall, L., Tompkins, M. L., Raz, A., & Johansson, P. (2023). **Emulating future neurotechnology using magic**. *Consciousness and Cognition*, 107, 103450. doi: 10.1016/j.concog.2022.103450
- 2022 Cyr, M., Artenie, D. Z., Al Bikaii, A., Borsook, D., & **Olson, J. A.** (2022). **The effect of evening light on circadian-related outcomes: A systematic review**. *Sleep Medicine Reviews*, 64, 101660. doi: 10.1016/j.smr.2022.101660
- 2022 **Olson, J. A.**, Sandra, D. A., Langer, E. J., Raz, A., & Veissière, S. P. L. (2022). **Creativity and smartphone use: Three correlational studies**. *International Journal of Human–Computer Interaction*. 39(14), 2920–2925. doi: 10.1080/10447318.2022.2088451
- 2022 **Olson, J. A.**, Sandra, D. A., Chmoulevitch, D., Raz, A., & Veissière S. P. L. (2022). **A nudge-based intervention to reduce problematic smartphone use: Randomised controlled trial**. *International Journal of Mental Health and Addiction*. 21, 3842–3864. doi: 10.1007/s11469-022-00826-w

- 2022 **Olson, J. A.**, Sandra, D. A., Colucci, É. S., Al Bikaii, A., Chmoulevitch, D., Nahas, J., Raz, A., & Veissière, S. P. L. (2022). **Smartphone addiction is increasing across the world: A meta-analysis of 24 countries (preprint)**. *Computers in Human Behavior*, 129, 107138. doi: 10.1016/j.chb.2021.107138
- 2021 **Olson, J. A.**, Nahas, J., Chmoulevitch, D., Cropper, S. J., & Webb, M. E. (2021). **Naming unrelated words predicts creativity**. *Proceedings of the National Academy of Sciences*, 118(25), e2022340118. doi: 10.1073/pnas.2022340118
- 2021 **Olson, J. A.**, Lifshitz, M., Raz, A., & Veissière, S. P. L. (2021). **Super placebos: A feasibility study combining contextual factors to promote placebo effects**. *Frontiers in Psychiatry*, 12, 222. doi: 10.3389/fpsyt.2021.644825
- 2021 **Olson, J. A.** & Raz, A. (2021). **Applying insights from magic to improve deception in research: The Swiss cheese model**. *Journal of Experimental Social Psychology*, 92, 104053. doi: 10.1016/j.jesp.2020.104053
- 2021 Thériault, R., **Olson, J. A.**, Krol, S. A., & Raz, A. (2021). **Body swapping with a Black person boosts empathy: Using virtual reality to embody another**. *Quarterly Journal of Experimental Psychology*, 74(12), 2057–2074. doi: 10.1177/17470218211024826
- 2021 Wiseman, R., Watt, C., & **Olson, J. A.** (2021). Research note: Think of a card — A retrospective analysis of a classic ESP experiment. *Journal of the Society for Psychical Research*, 85(2), 104–106.
- 2020 **Olson, J. A.**, Suissa-Rochelleau, L., Lifshitz, M., Raz, A., & Veissière, S. (2020). **Triping on nothing: Placebo psychedelics and contextual factors**. *Psychopharmacology*, 237(5), 1371–1382. doi: 10.1007/s00213-020-05464-5
- 2020 **Olson, J. A.**, Stendel, M., & Veissière, S. P. L. (2020). **Hypnotised by your phone? Problematic smartphone use correlates with hypnotic suggestibility**. *Frontiers in Psychiatry*, 11(578), 1–7. doi: 10.3389/fpsyt.2020.00578
- 2020 Strandberg, T., **Olson, J. A.**, Hall, L., Woods, A., & Johansson, P. (2020). **Depolarizing American voters: Democrats and Republicans are equally susceptible to false attitude feedback**. *PLOS ONE*, 15(2), e0226799. doi: 10.1371/journal.pone.0226799
- 2020 **Olson, J. A.**, Artenie, D. Z., Cyr, M., Raz, A., & Lee, V. (2020). **Developing a light-based intervention to reduce fatigue and improve sleep in rapidly rotating shift workers**. *Chronobiology International*, 37(4), 573–591. doi: 10.1080/07420528.2019.1698591

- 2019 Krol, S. A., Thériault, R., **Olson, J. A.**, Raz, A. & Bartz, J. (2019). **Self-concept clarity and the bodily self: Malleability across modalities.** *Personality and Social Psychology Bulletin*, 1–13. doi: 10.1177/0146167219879126
- 2019 Beukema, S., Jennings, B. J., **Olson, J. A.**, & Kingdom, F. A. A. (2019). **The pupillary response to the unknown: Novelty versus familiarity.** *i-Perception*, 10(5), 1–12. doi: 10.1177/2041669519874817
- 2018 Thibault, R. T., Veissière, S., **Olson, J. A.**, & Raz, A. (2018). **EEG-neurofeedback and the correction of misleading information: A reply to Pigott and colleagues.** *Journal of Attention Disorders*, 1–2. doi: 10.1177/1087054718770012
- 2018 Thibault, R. T., Veissière, S., **Olson, J. A.**, & Raz, A. (2018). **Treating ADHD with suggestion: Neurofeedback and placebo therapeutics.** *Journal of Attention Disorders*, 22(8), 707–711. doi: 10.1177/1087054718770012
- 2017 **Olson, J. A.**, Jeyanesan, E., & Raz, A. (2017). **Ask the pendulum: Personality predictors of ideomotor performance.** *Neuroscience of Consciousness*, 3(1), 1–11. doi: 10.1093/nc/nix014
- 2017 Beukema, S., **Olson, J. A.**, Jennings, B. J., & Kingdom, F. A. A. (2017). **Pupil dilation to illusory motion in peripheral drift images: Perception versus reality.** *Journal of Vision*, 17(1). doi: 10.1167/17.8.1
- 2017 Lifshitz, M., Sheiner, E. O., **Olson, J. A.**, Thériault, R., & Raz, A. (2017). **On suggestibility and placebo: A follow-up study.** *American Journal of Clinical Hypnosis*, 59(4), 385–392. doi: 10.1080/00029157.2016.1225252
- 2016 **Olson, J. A.**, Landry, M., Appourchaux, K., & Raz, A. (2016). **Simulated thought insertion: Influencing the sense of agency using deception and magic.** *Consciousness and Cognition*, 43, 11–26. doi: 10.1016/j.concog.2016.04.010
- 2015 **Olson, J. A.**, Amlani, A. A., Raz, A., & Rensink, R. A. (2015). **Influencing choice without awareness.** *Consciousness and Cognition*, 37, 225–236. doi: 10.1016/j.concog.2015.01.004
- 2015 **Olson, J. A.**, Demacheva, I., & Raz, A. (2015). **Explanations of a magic trick across the life span.** *Frontiers in Psychology*, 6(219), 1–5. doi: 10.3389/fpsyg.2015.00219
- 2012 **Olson, J. A.**, Amlani, A. A., & Rensink, R. A. (2012). **Perceptual and cognitive characteristics of common playing cards.** *Perception*, 41(3), 268–286. doi: 10.1068/p7175

Books

- 2021 **Olson, J. A.** (2021). *Million Dollar PhD*.
- 2016 Raz, A., **Olson, J. A.**, & Kuhn, G. (Eds.). (2016). *The Psychology of Magic and the Magic of Psychology*. Lausanne, Switzerland: Frontiers Media. doi: 10.3389/978-2-88945-008-4

Book chapters

- 2023 Pailhès, A., **Olson, J. A.**, & Kuhn, G. (2023). What can magic and science tell us about the experience of thought insertion? In López-Silva, P., & McClelland, T. (Eds.), *Intruders in the Mind* (pp. 225–237). Oxford University Press.
- 2021 **Olson, J. A.** & Cyr, M. (2021). Coping with jet lag. In Brandeis, J., *The 21st Century Man* (pp. 292–295). San Ramon, CA: Affirm Science.
- 2019 **Olson, J. A.** (2019). The power of belief in the magic of neuro-imaging. In Raz, A. & Thibault, R. (Eds.), *Casting Light on the Dark Side of Brain Imaging*. Amsterdam, Netherlands: Elsevier. doi: 10.1016/B978-0-12-816179-1.00015-3
- 2016 Kuhn, G., **Olson, J. A.**, & Raz, A. (2016). **Editorial: The psychology of magic and the magic of psychology**. *Frontiers in Psychology*. doi: 10.3389/fpsyg.2016.01358

Submitted manuscripts

- under review **Olson, J. A.**, Webb, M. E., Martin, L. J. & Langer, E. J. (2025). *Mapping global creativity in 1 million people using a brief cognitive task*.
- under review Capraro, V., Globig, L., Rausch, Z., Rathje, S., Wormley, A., **Olson, J. A.**, Ross, R., . . . , Kross, E., Haidt, J., & Van Bavel, J. (2025). *A consensus statement on potential negative impacts of smartphone and social media use on adolescent mental health*.
- in revision Burke, M. J., Sandra, D., Pecina, M., **Olson, J. A.**, Mollica, A., Butler, M., Moss, J., Nicholson, T. R., Wager, T. D., & Kaptchuk, T. J. (2025). *Harnessing placebo effects and mitigating nocebo effects: Implications for clinical practice in psychiatry and medicine*.
- revisions submitted Kekecs, Z., Csikos, E., Minh, N. D. Q., Farahzadi, Y., Simor, P., Nyiri, B., Rizzo, P., **Olson, J. A.**, & Elkins, G. (2024). *Can any procedure be hypnosis? Exploring the effect of framing on hypnotic depth and electrophysiological correlates of hypnosis in a balanced placebo design*.

revisions submitted Bellemare Pepin, A., Lespinasse, F., Thölke, P., Harel, Y., Mathewson, K., **Olson, J. A.**, Bengio, Y., & Jerbi, K. (2025). *Divergent creativity in humans and large language models*.

revisions submitted **Olson, J. A.**, Langer, E. J., & Martin, L. J. (2025). *SAS-1: A single-item version of the Smartphone Addiction Scale*.

Grants and project-based fellowships

- 2023–2026 Canadian Institutes of Health Research Fellowship Award, \$135,000 (awardee).
- 2024–2025 Mitacs, \$45,000 (primary applicant).
- 2023–2025 Mitacs, \$200,000 (primary applicant).
- 2023–2025 Mayday Fund, \$70,000 USD (principal investigator).
- 2022–2024 Genome Canada and SSHRC Joint Initiative on Societal Implications of Genomics Research, \$96,409 (co-investigator).
- 2022 Cathedral Fund, \$57,500 USD (principal investigator).
- 2022 BIAL Foundation, €30,000 (principal investigator).
- 2020–2023 Postdoctoral fellowship from the Fonds de recherche du Québec (FRQS), \$165,000 (awardee).
- 2020–2021 British Society of Aesthetics, £4,000 (co-applicant).
- 2020–2021 Canada First Research Excellence Fund, \$20,000 (project leader).
- 2020–2021 Mitacs, \$100,000 (primary applicant).
- 2019–2020 Canada First Research Excellence Fund, \$70,000 (project leader).
- 2019–2020 Canada First Research Excellence Fund, \$79,616 (project leader).
- 2018–2019 Canada First Research Excellence Fund, \$75,017 (project leader).
- 2017–2019 Mitacs, \$146,666 (primary applicant).
- 2018–2019 BIAL Foundation, €32,500 (principal investigator).
- 2017–2019 Institut national du sport du Québec (Research, Innovation and Dissemination of Information Program), \$50,000 (co-principal investigator).
- 2016–2019 Joseph-Armand Bombardier Canada Graduate Scholarship from the Social Sciences and Humanities Research Council of Canada, \$110,000 (awardee).

- 2016–2019 PhD scholarship from the Fonds de recherche du Québec (FRQSC), \$60,000, declined (awardee).
- 2017–2018 WorkSafeBC, \$50,000 (principal investigator).
- 2016–2018 PhD scholarship from l’Institut de recherche Robert-Sauvé en santé et en sécurité du travail (IRSST), \$38,000, partly accepted (awardee).
- 2017 Mitacs, \$30,000 (co-applicant).
- 2015–2016 BIAL Foundation, €36,400 (principal investigator).
- 2013–2014 Natural Sciences and Engineering Research Council of Canada (NSERC) Master’s program scholarship, \$17,500 (awardee).

Scholarships and awards

- 2022 Best overall project, How to Change the World (Mar 2022 cohort).
- 2020 Graduate Mobility Award, \$5,000.
- 2019 Graduate Excellence Fellowship in Mental Health Research, \$10,000, declined.
- 2019 Travel award, 2nd International Conference on Neuroscience and Free Will.
- 2018 First place in North America, Council of Graduate Schools 3 Minute Thesis competition, \$2,000.
- 2018 Graduate Mobility Award, \$1,800.
- 2018 National finalist, Storytellers research communication challenge, Social Sciences and Humanities Research Council, \$3,000.
- 2018 First place, 3 Minute Thesis competition, Northeastern Association of Graduate Schools.
- 2018 First place, 3 Minute Thesis competition, McGill University.
- 2018 Graduate Excellence Award, \$1,167.
- 2017 McGill University Graduate Research Enhancement and Travel award, \$950, declined.
- 2017 Michael Smith Foreign Study Supplement, \$6,000.
- 2015 Experimental Psychology Society Grindley Grant.

- 2015 Society for Clinical and Experimental Hypnosis Professional Development Scholarship.
- 2015 McGill University Graduate Excellence award, \$3,000.
- 2014–2015 Desjardins Foundation scholarship, \$3,000.
- 2015 McGill University Graduate Research Enhancement and Travel award.
- 2014 First place for best oral presentation, Interdisciplinary Graduate Research Symposium, McGill University.
- 2013–2014 McGill University Graduate Excellence award, \$1,392.

Teaching

- 2023– **Teaching Assistant at the University of Toronto**
 - Oral Presentation Skills (9 terms)
 - Writing CIHR Proposals (1 term)
 - Writing NSERC Proposals (1 term)
- 2014–2019 **Head Teaching Assistant at McGill University**
 - Cognition (5 terms)
 - Introduction to Psychology (4 terms)
 - Statistics for Experimental Design (1 term)
 - Critical Thinking: Biases and Illusions (1 term)
- 2009–2013 **Teaching Assistant at Simon Fraser University**
 - Critical Analysis of Issues in Psychology (10 terms)
 - Intermediate Research Methods and Analysis (2 terms)
 - Introduction to Research Methods (2 terms)
 - Introduction to Data Analysis (2 terms)

Presentations

Conference presentations

- 2025 Making good technology. Invited panel for the *Interact Symposium* in San Francisco, CA, on 13 Sep 2025.

- 2025 Behavioural insights for efficient home heating decisions. Presentation for the *Retrofit Canada Conference* in Toronto, ON, on 10 Jun 2025.
- 2024 A behaviourally informed intervention to increase adoption of electric heat pumps. Presentation for the *Southern Ontario Behavioural Decision Research Conference* in Toronto, ON, on 14 May 2024.
- 2024 Do no harm: Applying nocebo research for non-maleficence. Presentation for the *Association for the Advancement of Philosophy and Psychiatry Annual Meeting* in New York, NY, on 7 May 2024.
- 2024 Tripping on nothing: The hidden role of placebo effects in psychedelic drugs. Keynote presentation for the *Psychology Undergraduate Symposium* at the University of Toronto, ON, on 8 Apr 2024.
- 2024 Exploring the mechanism of choice blindness: Generalisation of effects and necessity of deception. Oral and poster presentation for *Behind and Beyond the Brain Symposium* in Porto, Portugal, on 4 Apr 2024.
- 2023 Nudging away global smartphone addiction: A personalised behavioural intervention. Virtual presentation for *BIG Difference BC* on 3 Nov 2023.
- 2022 Emulating future neurotechnology using magic. Virtual presentation for the *Canadian Consciousness Research Symposium* on 8 Nov 2022.
- 2021 Computational creativity: Automated assessment of divergent thinking using GloVe and Common Crawl. Abstract presented at the *Montreal AI & Neuroscience (MAIN)* conference on 29 Nov 2021.
- 2021 Rapid creativity measurement. Virtual presentation for the *1st Canadian Consciousness Research Symposium* on 19 May 2021.
- 2019 Effective scientific communication. Invited talk for *New Critical Directions in Gambling Studies: An International Conference for Early Career Gambling Scholars* in Longueuil, QC, on 4 Sep 2019.
- 2019 The magic of medicine: Placebos as performance. Presentation for the *Science of Magic Association Conference* in Chicago, IL, on 16 Jul 2019.
- 2019 Mind over medication: Using placebo machines and positive suggestion to treat behavioural disorders. Presentation for the *Society in Placebo Studies Conference* in Leiden, Netherlands, on 9 Jul 2019.
- 2019 Smartphone overuse: Predictors and prevention. Presentation for the *International Association for Physical Education in Higher Education International Conference* in Garden City, NY, on 21 Jun 2019.

- 2019 Tripping on nothing: Placebo psychedelics and contextual factors. Poster presentation for the *Douglas Institute Research Day* in Montreal, QC, on 9 Jun 2019.
- 2019 Tripping on nothing: Placebo psychedelics and contextual factors. Presentation for the *Annual Integrative Psychiatry Conference* in Montreal, QC, on 6 Jun 2019.
- 2019 Persuasive public speaking. Invited workshop for the *25th Canadian Connective Tissue Conference* in Montreal, QC, on 29 May 2019.
- 2019 Using placebo machines to influence agency over thoughts, attitudes, and behaviour. Poster presentation for the *Second International Conference on Neuroscience and Free Will* in Irvine, CA, on 16 Mar 2019.
- 2019 Smartphone addiction correlates with hypnotic suggestibility. Poster presentation for the *International Convention of Psychological Science* in Paris, France, on 7 Mar 2019.
- 2018 Demystifying public speaking. Invited keynote for the *International Congress on Personalized Health Care 2018* in Montreal, QC, on 26 Sep 2018.
- 2018 Placebo machines. Oral presentation for the *XXI World Congress of Medical and Clinical Hypnosis* in Montreal, QC, on 24 Aug 2018.
- 2018 Giving false feedback to the true self. Oral presentation for the *Association for the Scientific Study of Consciousness 22* conference in Kraków, Poland, on 29 Jun 2018.
- 2018 Opening the minds of American voters. Oral presentation for the *Douglas Institute Research Day* in Montreal, QC, on 5 Jun 2018.
- 2018 Giving false feedback to the true self. Oral presentation for the *4th Canadian Conference on Positive Psychology* in Toronto, ON, on 25 May 2018.
- 2018 Giving false feedback to the true self: Manipulating attitudes using suggestion. Poster presentation for the *9th Annual Lady Davis Institute Scientific Retreat* in Montreal, QC, on 4 May 2018.
- 2018 Mind over medication: Using placebo machines and positive suggestion to treat behavioural disorders. Poster presentation for the *Concordia University PERFORM Centre Research Conference* in Montreal, QC, on 17 May 2018.
- 2017 Manipulating attitudes using suggestion. Oral presentation for the *68th Society for Clinical and Experimental Hypnosis Conference* in Chicago, IL, on 29 Oct 2017.
- 2017 Using suggestion and magic to influence attitudes. Oral presentation for the *Science of Magic Association Conference* at Goldsmiths University in London, England, on 1 Sep 2017.

- 2017 Opening the minds of American voters. Oral presentation for the *NeuroSymposium* in Montreal, QC, on 15 Jun 2017.
- 2016 Personality predictors of pendulum performance. Oral presentation for the *67th Society for Clinical and Experimental Hypnosis Conference* in Boston, MA, on 10 Oct 2016.
- 2016 Personality predictors of ideomotor response in a detection task. Poster presentation for the *39th European Conference on Visual Perception* in Barcelona, Spain, on 29 Aug 2016.
- 2016 Automated jet lag prevention. Oral presentation for the *7th Annual Lady Davis Institute Scientific Retreat* in Montreal, QC, on 3 Jun 2016.
- 2016 Magic, control, and free will. Invited oral presentation for the *Science of Magic Workshop* at Goldsmiths University in London, England, on 19 Feb 2016.
- 2015 Simulated thought insertion: Influencing the sense of agency using deception and suggestion. Oral presentation for *Processus cognitifs: Organisation, rôles, évolution* at l'Université du Québec à Montréal on 9 Dec 2015.
- 2015 Manipulating the sense of agency using suggestion. Oral presentation for the *Society for Clinical and Experimental Hypnosis* conference in Orlando, FL, on 4 Oct 2015.
- 2015 Manipulating the sense of agency using suggestion, deception, and magic. Oral presentation for the *Association for the Scientific Study of Consciousness 19* conference in Paris, France, on 8 Jul 2015.
- 2015 Manipulating the sense of agency using suggestion and deception. Poster presentation for the *6th Annual Lady Davis Institute Scientific Retreat* in Montreal, QC, on 5 Jun 2015.
- 2015 Reducing jet lag: A case study of knowledge translation. Poster presentation for the *Concordia University PERFORM Centre Research Conference* in Montreal, QC, on 15 May 2015.
- 2014 Manipulating the sense of agency with magic. Oral presentation for the *Douglas Institute Research Day* in Montreal, QC, on 6 Jun 2014.
- 2014 Using magic to influence choice without awareness. Oral presentation for the *5th Annual Lady Davis Institute Scientific Retreat* in Montreal, QC, on 30 May 2014.
- 2014 Using magic to influence choice. Oral presentation for the *Interdisciplinary Graduate Research Symposium* at McGill University in Montreal, QC, on 1 Apr 2014.

- 2013 How magicians influence choice without awareness. Poster presentation for the *Association for the Scientific Study of Consciousness 17* conference in San Diego, CA, on 14 July 2013.
- 2013 Using magic to influence choice in the absence of visual awareness. Poster presentation for the *Vision Sciences Society Annual Meeting* in Naples, FL, on 14 May 2013.
- 2013 Jet Lag Rooster: Reducing jet lag through light exposure. Invited oral presentation for the *International Cabin Safety Conference* in Richmond, BC, on 27 Mar 2013.
- 2012 The psychology of card magic. Oral presentation for *Northwest Cognition and Memory* in Burnaby, BC, on 11 May 2012.
- 2011 The psychology of magic: Perceptual and cognitive characteristics of playing cards. Oral presentation for *Connecting Minds: North American Undergraduate Psychology Research Conference* in Richmond, BC, on 4 Jun 2011.

Recurring workshops and lectures

- 2025– Reducing barriers to heat pump adoption using behavioural science. Four presentations for *Natural Resources Canada* and the *Federation of Canadian Municipalities*.
- 2024– Sludge audits: Finding and removing unnecessary frictions in government. Thirteen workshops for the *Government of Canada (Privy Council Office, Office of Energy Efficiency, Employment and Social Development Canada, Tri-agency Grants Management Solution Internal Change Agent Network, and the Behavioural Science Community of Practice)*.
- 2020– The placebo effect. Eight guest lectures for *PSY 1005: Health: A Positive Psychology Perspective* at Harvard University in Cambridge, MA, and *MIMM 387: The Business of Science* at McGill University in Montreal, QC.
- 2018– Fatigue reduction for medical professionals. Twenty-two workshops for doctors, nurses, and medical students at *Vancouver General Hospital, St. Paul's Hospital, St. Vincent's Medical Center, Burnaby Hospital, and Mount St. Joseph's Hospital*, in Vancouver, BC; at *McGill University* and the Glen site of the *McGill University Health Centre* in Montreal, QC; at *St. Elizabeth's Medical Center* in Boston, MA; at *Rhode Island Hospital* in Providence, RI; and at the *University of Toronto*.
- 2017– Effective graduate funding. Thirteen workshops at *McGill University, the University of Toronto, University of Calgary, and the Canadian Positive Psychology Association*.

- 2014– Persuasive public speaking. Thirty-nine workshops for the *Dobson Centre for Entrepreneurship*, *McGill University*, *SHAD McGill*, *Lady Davis Institute*, *Simon Fraser University*, *University of Toronto*, *Concordia University*, *Techstars*, *Harvard Medical School*, and the *Harvard Summer School*.
- 2017–2019 How hypnotisable are you? Eleven lectures at *McGill University* in Montreal, QC.
- 2016–2017 Deceive yourself to better health. Four workshops for the *McGill Cardiovascular Health Improvement Program* in Montreal, QC.
- 2014–2016 The psychology of deception, persuasion, and magic. Three lectures at *McGill University* in Montreal, QC.
- 2011–2012 Presentation skills for interactive, entertaining, and engaging tutorials. Four workshops given at *TA/TM Day: The Teacher Orientation Program* at *Simon Fraser University* in Burnaby, BC.
- 2012 The psychology of card magic. Seven presentations for: *California Institute of Technology* in Pasadena, CA; *University of California Los Angeles*; *University of California, Berkeley*; *Arizona State University* in Phoenix, AZ; *Rutgers University* in New Brunswick, NJ; *Yale University* in New Haven, CT; and *Columbia University* in New York, NY.

Other presentations

- 2025 Making sense of screen time, smartphones, and social media. Invited virtual presentation for the *Catholic Parent Involvement Committee* at the *Catholic District School Board* in Ontario on 29 May 2025.
- 2025 Does heavy social media use influence the structure of thought? Invited virtual presentation for Dr. Jonathan Haidt’s *Tech and Society Lab* at *New York University*, NY, on 16 May 2025.
- 2025 Optimising the framing of co-benefits to boost interest in electric heat pumps. Virtual presentation for *Efficiency Canada* on 21 Mar 2025.
- 2024 Unexpected benefits of global-scale experimentation. Invited virtual presentation for the *Social Identity & Morality Lab* at *New York University*, NY, on 15 Nov 2024.
- 2024 Smartphones and social media. Invited presentation for the *English Catholic Council of Ontario Directors of Education Annual General Meeting and Conference* in Toronto, ON, on 7 Nov 2024.
- 2024 Smartphone addiction and potential solutions. Invited keynote presentation for the *Design and Tech Hackathon* in Toronto, ON, on 31 Oct 2024.

- 2024 Do no harm: Applying nocebo research for non-maleficence. Presentation for Harvard Medical School's *Program in Placebo Studies* in Charlestown, MA, on 16 Oct 2024.
- 2024 Tripping on nothing: The hidden role of placebo effects in psychedelic drugs. Presentation for the *Harvard Psychedelics Club* in Cambridge, MA, on 14 Oct 2024.
- 2024 Tripping on nothing: The hidden role of placebo effects in psychedelic drugs. Invited virtual presentation for the *Finnish Association for Psychedelic Research* on 7 Oct 2024.
- 2024 Turn off, tune out, unplug: Global smartphone addiction and potential solutions. Invited guest lecture for *BPM 336: Special Topics in Buddhism, Psychology and Mental Health: Art and Science of Flourishing* at the University of Toronto, ON, on 4 Oct 2024.
- 2024 Turn off, tune out, unplug: Understanding smartphone addiction and solutions. Invited guest lecture for *CSC 428: Human-Computer Interaction* at the University of Toronto, ON, on 25 Sep 2024.
- 2024 Measuring global creativity. Invited virtual presentation for the *Creativity Discussion Group* at the Institute of Coaching, McLean Hospital, Harvard Medical School in Belmont, MA, on 19 Sep 2024.
- 2024 Contextual factors influence intervention effectiveness. Presentation for the *Intelligent Adaptive Interventions Lab* at the University of Toronto, ON, on 12 Sep 2024.
- 2024 Turn off, tune out, unplug: Understanding smartphone addiction and solutions. Virtual presentation for *University of Toronto Mississauga Alumni Relations* on 20 Jun 2024.
- 2023 Tripping on nothing: How much of the psychedelic experience is caused by the placebo effect? Presentation for *Nerd Nite Hamilton* in Dundas, ON, on 13 Nov 2023.
- 2023 Evening light exposure to reduce fatigue and work-related errors during night shifts. Presentation for the *Institute for Work and Health* in Toronto, ON, on 26 Sep 2023.
- 2023 Turn off, tune out, unplug: Global smartphone addiction and potential solutions. Invited presentation for the *Cognitive Science and Artificial Intelligence Students Association* at the University of Toronto, ON, on 15 Sep 2023.

- 2023 Invited virtual lecture for *Magic and Medicine: A Scientific Exploration* at Northeastern University on 5 Jun 2023.
- 2023 How to deceive yourself with statistics. Virtual presentation for the *Rotman Research Institute* in Toronto, ON, on 29 May 2023.
- 2023 Global technology addiction: Today and tomorrow. Invited presentation for the *Forum de la Recherche* at the University of Sherbrooke, QC, on 16 Mar 2023.
- 2023 What magic can teach us about misinformation. Invited virtual panel discussion for the *Petrie-Flom Center for Health Law Policy, Biotechnology and Bioethics* at Harvard Law School on 13 Jan 2023.
- 2022 Set, setting, and placebos. Virtual discussion for the *Intercollegiate Psychedelics Network* on 13 Oct 2022.
- 2022 Placebo effects. Invited virtual panel discussion for the *Neuropsychiatry Journal Club* at University College London on 7 Oct 2022.
- 2022 Suggestion and placebos. Invited virtual presentation for the *Summer Program in Social and Cultural Psychiatry* at McGill University in Montreal, QC, on 23 Jun 2022.
- 2022 Magic, placebo psychedelics, sham neuroimaging, and effective deception in social psychology. Invited virtual presentation for the *University of Hertfordshire Department of Psychology* in Hatfield, UK, on 5 May 2022.
- 2021 Tripping on nothing: The placebo effect in psychedelics. Invited virtual presentation for the *University of York Psychedelic Society* in York, England, on 16 Nov 2021.
- 2021 Tripping on nothing: Placebo psychedelics and contextual factors. Invited virtual presentation for the *Center for the Neuroscience of Psychedelics* in Boston, MA, on 24 Aug 2021.
- 2021 Deception off-stage. Moderated virtual panel for the *Science of Magic Association* on 25 Jul 2021.
- 2021 How much of the psychedelic experience is the placebo effect? Invited virtual presentation for the *Multidisciplinary Association for Psychedelic Studies (Canada)* on 17 Jun 2021.
- 2021 Placebo machines and effective deception in social psychology. Virtual presentation for the *Department of Psychology* at Harvard University in Cambridge, MA, on 27 Apr 2021.

- 2021 Magic and blinding in placebo studies. Virtual presentation for Harvard Medical School's *Program in Placebo Studies* in Boston, MA, on 12 Jan 2021.
- 2020 Tripping on nothing. Invited virtual presentation for the *Psychedelic Research Society* at Sussex University in Brighton, England, on 29 Oct 2020.
- 2020 What magic tricks and placebo psychedelics can teach us about improving deception in control groups. Invited virtual presentation for the *Center for Alcohol and Addiction Studies Rounds* at Brown University in Providence, RI, on 23 Oct 2020.
- 2020 Tripping on nothing: Placebo psychedelics, contextual factors, and effective deception. Presentation for the *Jewish General Hospital Psychiatry Research Department Virtual Psychosocial Round* in Montreal, QC, on 3 Jun 2020.
- 2020 Promoting mindful smartphone habits. Virtual presentation for the *Stanford Behavior Design Lab* in Palo Alto, CA, on 27 May 2020.
- 2020 Mind over medication: Contextual factors and placebo effects. Presentation for *Dr. Ellen Langer's lab* at Harvard University in Cambridge, MA, on 11 Feb 2020.
- 2019 The magic of placebos. Presentation for the *Cognitive Science and Artificial Intelligence Students Association* at the University of Toronto, ON, on 27 Nov 2019.
- 2019 The magic of placebos. Presentation for the *McGill Alumni Holiday Party* in Toronto, ON, on 26 Nov 2019.
- 2019 The placebo effect. Invited presentation for *Confabulation* in Montreal, QC, on 16 Nov 2019.
- 2019 Magic, deception, and placebo machines. Invited presentation for *McGill Homecoming* in Montreal, QC, on 27 Sep 2019.
- 2019 The power of suggestion. Presentation for *SHAD McGill* in Montreal, QC, on 18 Jul 2019.
- 2019 Neuro-imaging rituals to maximise placebo effects. Presentation for Harvard Medical School's *PAIN Research Group* at Boston Children's Hospital, MA, on 24 Jun 2019.
- 2019 Deceiving yourself with statistics. Presentation for the *Summer School in the Division of Social & Transcultural Psychiatry* at McGill University in Montreal, QC, on 13 Jun 2019.
- 2019 Self-deception and social media. Presentation for the *Quebec Anglophone Heritage Network* in Montreal, QC, on 24 May 2019.

- 2019 Can a machine control your mind? Presentation for *Pint of Science Canada* in Montreal, QC, on 21 May 2019.
- 2019 Contextual factors in placebo psychedelic drugs. Presentation for the *Psychedelic Research Group* at Imperial College London, UK, on 9 Apr 2019.
- 2019 Placebo machines and the power of suggestion. Presentation for the *Mind & Body Lab* at Stanford University in Palo Alto, CA, on 19 Mar 2019.
- 2018 Mind over medication: Maximising treatment outcomes with placebo effects. Presentation for the *Faculty of Medicine* at the University of Montreal, QC, on 30 Nov 2018.
- 2018 The neuroscience of persuasion and effective public speaking. Presentation for the *Montreal Neurological Institute* in Montreal, QC, on 23 Oct 2018.
- 2018 Maximising neurotech effectiveness through psychosocial factors. Presentation for *NeuroTechX* in Montreal, QC, on 18 Oct 2018.
- 2018 Placebo machines and the power of suggestion. Presentation for Harvard Medical School's *Program in Placebo Studies* in Boston, MA, on 9 Oct 2018.
- 2018 Deceiving yourself with statistics. Presentation for the *Summer School in the Division of Social & Transcultural Psychiatry* at McGill University in Montreal, QC, on 13 Jun 2018.
- 2018 Placebo machines and trust in neuroscience. Presentation for the *Cuban Neuroscience Center* in Havana, Cuba, on 9 May 2018.
- 2018 Placebo machines, the culture of neuroscience, and the power of suggestion. Presentation for the *Culture, Mind and Brain Seminar Series* at McGill University in Montreal, QC, on 25 Jan 2018.
- 2017 Using suggestion, deception, and magic to influence thoughts, shift attitudes, and maybe even heal patients. Presentation for the *University of Toronto Psychology Students Association* in Toronto, ON, on 21 Sep 2017.
- 2017 Using suggestion, deception, and magic to influence thoughts, shift attitudes, and maybe even heal patients. Presentations for the *Departments of Psychology and Cognitive Science* at Lund University in Sweden on 19 May and 23 May 2017.
- 2017 The art and science of deception. Presentation for McGill University's *Academia Week* in Montreal, QC, on 10 Feb 2017.

- 2017 Subtle deception in psychology. Invited presentation for Dr. Anthony Barnhart's *Cognitive Science of Magic* course at Carthage College in Kenosha, WI on 5 Jan 2017.
- 2016 The power of suggestion in influencing attitudes and behaviour. Invited presentation for *CRISCo: Cercle de Recherche en Sciences Cognitives* at l'Université du Québec à Montréal on 28 Oct 2016.
- 2016 Simulated thought insertion: Influencing the sense of agency using deception and suggestion. Presentation for the *Action and Body Group* at the Institute of Cognitive Neuroscience at University College London in England on 16 Feb 2016.
- 2015 Magic tricks and statistics with R. Workshop for the *RTech* McGill Physics group at McGill University in Montreal, QC, on 3 Dec 2015.
- 2015 Using magic to advance science. Invited presentation for *CRISCo: Cercle de Recherche en Sciences Cognitives* at l'Université du Québec à Montréal on 16 Jan 2015.
- 2010 The science of magic. Presentation given with Aym Amlani at *Science World* in Vancouver, BC, on 10 Jan 2010.

Service

- 2023– **Reviewer, CIHR Doctoral Research Award committee**
- 2019– **Ad hoc grant reviewer**
 French National Research Agency, Bank of Sweden Tercentenary Foundation (Riksbankens Jubileumsfond), and WorkSafeBC.
- 2014– **Ad hoc reviewer**

Proceedings of the National Academy of Sciences; American Journal of Psychiatry, Applied Psychology: Health and Well-Being; Psychological Research; Journal of Psychopharmacology; Psychopharmacology; Psychology of Aesthetics, Creativity, and the Arts; Social Science & Medicine; Thinking Skills and Creativity; Journal of Behavioral Addictions; Addictive Behaviors; Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies; Psychology Research and Behavior Management; International Journal of Human–Computer Interaction; British Journal of Educational Psychology; Consciousness & Cognition; Journal of Evaluation in Clinical Practice; Computers & Education; International Journal of Mental Health and Addiction; Journal of Technology in Behavioral Science; Transcultural Psychiatry; Decision; Journal of Creativity; Behaviour & Information Technology; PLOS ONE; PeerJ; SAGE Open; International Journal of Clinical & Experimental Hypnosis; Frontiers in Psychiatry; Frontiers in Psychology; NordiCHI; Clocks & Sleep; European Journal of Psychology Open; and Oxford University Press.

- 2020–2022 **Special section editor, Psychology of Consciousness: Theory, Research, and Practice**
- 2016–2019 **Co-organiser of three international conferences, Science of Magic Association**
- 2014–2016 **Research topic editor, Frontiers in Psychology**

Press

- 2025 **The battle to beat jet lag: Can an app make a difference?** *New York Times*, 30 Jul 2025.
- 2025 **How to quit your smartphone addiction, guided by science.** *Deutsche Welle*, 17 Jul 2025.
- 2025 **Save me from my screen.** *Toronto Life*, 40–48, 15 Jul 2025.
- 2025 **Smartphone etiquette.** *CBC Radio Montreal*, 11 Jul 2025.
- 2025 **Smartphone addiction.** *CKNW, Newstalk 1010, and QR Calgary*. 9–10 Jun 2025.
- 2025 **‘Can’t stop’: Researchers say problematic smartphone use like an addiction.** *Canadian Press (CBC, The Globe and Mail, CTV, Global News, Financial Post, Toronto Star, CityNews Toronto, Global Radio, and Toronto Sun)*, 8 Jun 2025.
- 2025 **You might be addicted to your phone. Here’s what it’s doing to you — and how to kick it.** *Toronto Star*, 26 Mar 2025.

- 2025 **What can your vocabulary say about your creativity?** *Radio New Zealand*, 6 Mar 2025.
- 2025 **Do you have the willpower to truly cut down how often you're on your phone?** *CBC Radio*, 6 Feb 2025.
- 2024 **Psychologist reveals the secret details hidden in your iPhone app icons.** *Daily Mail*, 7 Dec 2024.
- 2024 **Fearing I was addicted, I quit my smartphone for two weeks to see if I'd have a better life: Despite sleeping better and being more in the world than on a screen, giving up my iPhone for a 'dumbphone' was hard in surprising ways.** *The Globe and Mail*, A10, 28 Nov 2024.
- 2024 **Sleep doctors share the 1 tip that's changed their lives.** *TIME*, 13 Nov 2024.
- 2024 **The illusory trip: 5 Questions for psychologist and magician Jay Olson.** *The Microdose*, 28 Oct 2024.
- 2024 **Distracted driving in Canada.** *CTV National News*, 12 Oct 2024.
- 2024 **School smartphone bans.** *Global News National, Global News Toronto, CHCH TV, Global News Radio Calgary, SiriusXM, and 580 CFRA*, 26 Aug to 6 Sep 2024.
- 2024 **Cellphone bans in classrooms across Canada could 'improve grades' and 'decrease bullying'.** *Yahoo News*, 27 Aug 2024.
- 2024 **What is 'problematic smartphone use' and should we worry about it?** *New Scientist*, 1 Aug 2024.
- 2024 **Global problematic smartphone use.** *CBC Radio*, 10 Jul 2024.
- 2024 **Canadian school boards take on social media giants.** *France 24*, 11 Jun 2024.
- 2024 **Do you use your smartphone too much? Test yourself and find out.** *Mayo Clinic Press*, 16 May 2024.
- 2024 **New Zealand foretells what school phone ban may be like.** *CityNews Toronto*, 9 May 2024.
- 2024 **Smartphone addiction.** *Fairchild Television*, 19 Apr 2024.
- 2024 **Smartphone addiction.** *CBC Radio, Global News Radio, 640 Toronto, NEWSTALK 1010, 630 CHED, QR Calgary, 580 CFRA, and 900 CHML*, 7 Nov 2023 to 19 Jan 2024.
- 2024 **Addicted to your phone? New data suggests a usage sweet spot.** *Global News*, 17 Jan 2024.

- 2024 'They are a distraction': TDSB passes motion to consider student cellphone ban. *CityNews Toronto*, 17 Jan 2024.
- 2024 TDSB to debate cellphone bans in classrooms: 'What we have isn't working'. *Toronto Star*, 17 Jan 2024.
- 2024 Tech addiction among older adults. *Global News*, 4 Jan 2024.
- 2023 Women are more addicted to their smartphones: Link found between problematic use, mood disorders. *Toronto Star*, B6, 18 Dec 2023.
- 2023 Social media gets teens hooked while feeding aggression and impulsivity, and researchers think they know why. *CBC*, 16 Nov 2023.
- 2023 Around one-third of people globally may be at risk of smartphone addiction: Canadian-led study. *CTV National News*, *CTV News*, and *CTV Northern*, 7–8 Nov 2023.
- 2023 Smartphone addiction study. *CP24*, 7 Nov 2023.
- 2023 It's not just you: Jet lag is worse after the flight home. *Washington Post*, 9 Oct 2023.
- 2023 Now trending. *CJAD 800*, 27 Aug 2023.
- 2023 Jet lag: Get back in the rhythm. *New York Times*, 4 Aug 2023.
- 2023 Light exposure reduces shift worker errors. *Global News*, 9 May 2023.
- 2023 Light exposure can improve job function: study. *CTV News*, 24 Apr 2023.
- 2023 Night shift nurses exposed to bright light made fewer errors, felt less tired. *CTV News*, 19 Apr 2023.
- 2022 How to cure your jet lag. *Wall Street Journal*, D.1. 31 Dec 2022.
- 2022 Why taking a phone break is so good for you. *TIME Magazine*, 200(15/16), 18. 24 Oct 2022.
- 2022 How's your relationship with your phone? *CBC Radio*. 27 May 2022.
- 2022 Can a viral psychology test show how creative you are? *Popular Science*. 30 Apr 2022.
- 2022 Virtual meetings can crush creativity, new study finds. *CNN*. 27 Apr 2022.
- 2022 Smartphone addiction on the rise. *Global News*. 21 Feb 2022.
- 2022 Melatonin isn't a sleeping pill. Here's how to use it. *New York Times*. 11 Jan 2022.

- 2021 This four-minute word test can determine how creative you are, according to researchers. *The Independent*. 28 Jul 2021.
- 2021 How creative are you? This 4-minute word test will tell you. *Fast Company*. 28 Jul 2021.
- 2021 This simple word test reveals how creative you are, scientists say. *CNN*. 14 Jul 2021.
- 2021 A simple word test can reveal how creative you are. *New Scientist*. 12 Jul 2021.
- 2020 People who are easily hypnotized are more likely to be addicted to their smartphones, study finds. *PsyPost*. 17 Jul 2020.
- 2020 Researchers got people to hallucinate from fake psychedelics. *Vice*. 23 Mar 2020.
- 2020 The amazing psychedelic bamboozle. *Discover*. 15 Mar 2020.
- 2020 How to beat jet lag: Use tech to bounce back faster. *Mashable*. 18 Feb 2020.
- 2020 This simple, visual trick makes people less politically polarized. *Fast Company*. 7 Feb 2020.
- 2019 **MindWorks**. Exhibition at the Ontario Science Centre in Toronto, ON. Sep 2019 to Mar 2020.
- 2019 The ethics of deception: Believe yourself better. *Wellcome Collection*. 18 Jul 2019.
- 2019 Smoke and mirrors: The psychology of magic. Exhibition at the Wellcome Collection in London, England. 11 Apr to 15 Sep 2019.
- 2019 Secrets behind some of the most famous magic tricks have been revealed. *Mirror*. 10 Apr 2019.
- 2018 I've been traveling the world for 6 months and I'm rarely ever jet-lagged. Here's the best advice I can give you. *Business Insider*. 21 Dec 2018.
- 2018 The Leslie Roberts Show. *CJAD 800*. 18 Oct 2018.
- 2018 How to tell if someone is manipulating you—And what to do about it. *TIME*. 16 Oct 2018.
- 2018 Want to minimize jet lag? Here's what the doctors order. *Washington Post*. 30 Aug 2018.
- 2018 Magic healing. The *Danielle Smith Show* on Global News. 6 Jul 2018.
- 2018 The Dr. Joe Show. *CJAD 800*. 24 Jun 2018.

- 2018 [This former magician uses the power of suggestions to help heal real-life disorders.](#) CBC Radio's *Ideas from the Trenches*. 18 Jun 2018.
- 2018 [The science of magic.](#) CBC's *The Nature of Things with David Suzuki*. 18 Mar 2018.
- 2018 [A little sorcery works its way into the science lab.](#) *Montreal Gazette*, 9 Mar 2018.
- 2017 [The power of suggestion.](#) *Mind Field* (season 2, episode 6) [89 million views]. 20 Dec 2017.
- 2017 [How to get over jet lag with 10 simple tips.](#) *Global News*. 6 Aug 2017.
- 2015 [It's time to 'fall back'.](#) *Breakfast Television Montreal*. 30 Oct 2015.
- 2015 [Jet lag 'cures' aplenty, but none that work for all.](#) *New York Times*. 24 Aug 2015.
- 2015 [What magicians can teach us about the art of manipulation.](#) *Huffington Post*. 26 Mar 2015.
- 2015 [The hidden tricks of powerful persuasion.](#) *BBC*. 24 Mar 2015.
- 2015 [This is your brain on magic.](#) *The Atlantic*. 13 Feb 2015.
- 2015 [The science behind magic: Study reveals psychology at work during card tricks.](#) *National Post*. 12 Feb 2015.
- 2015 [Vancouver, Montreal researchers use magic to explore consciousness.](#) *Vancouver Sun*. 12 Feb 2015.
- 2015 [Jay Olson, McGill psychiatry student, can influence your every move.](#) *CBC News*. 10 Feb 2015.
- 2015 [Abra Cadabra! The science of how magicians influence decision-making.](#) *PBS Newshour*. 9 Feb 2015.
- 2015 [Researcher studies psychology of magic.](#) *24hrs Vancouver*. 5 Feb 2015.
- 2014 [Light exposure can help stave off jet lag.](#) *Toronto Star*. 29 Sep 2014.
- 2013 [A new weapon in the battle against jet lag.](#) *USA Today*. 2 Mar 2013.
- 2013 [Website offers customized jet lag reduction plans.](#) *Mashable*. 12 Jan 2013.
- 2013 [Can a website help you beat jet lag?](#) *CNN*. 11 Jan 2013.
- 2013 [Science explains, solves jet lag.](#) *Fox News*. 11 Jan 2013.
- 2013 [SFU researcher's website claims to reduce jet lag by days.](#) *Vancouver Sun*. 2 Jan 2013.

Software

- 2023– **Olson, J. A.** (2023). *Night Shift Owl* [Web application to use light exposure to reduce shift work fatigue]. Available at nightshiftowl.com.
- 2022– **Olson, J. A.** (2022). *Uncommon CV* [Tool to help researchers complete the Canadian Common CV]. Available at uncommoncv.ca.
- 2020– **Olson, J. A.** (2020). *Divergent Association Task* [Automatically scored creativity measure]. Available at datcreativity.com; code at github.com/jayolson.
- 2013–2021 **Olson, J. A.** (2013). *Jet Lag Rooster* [Web application to reduce jet lag; acquired in 2021].