

# Jay Olson, PhD

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## 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/fpsy.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/fpsy.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/fpsy.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

## Manuscripts in progress

- 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*.
- submitted Bellemare Pepin, A., Lespinasse, F., Thölke, P., Harel, Y., Mathewson, K., **Olson, J. A.**, Bengio, Y., & Jerbi, K. (2024). *Divergent creativity in humans and large language models*.
- in revision **Olson, J. A.**, Langer, E. J., & Martin, L. J. (2024). *SAS-1: A single-item version of the Smartphone Addiction Scale*.

## Grants

- 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).
- 2020–2021 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).
- 2017–2018 WorkSafeBC, \$50,000 (principal investigator).
- 2017 Mitacs, \$30,000 (co-applicant).
- 2015–2016 BIAL Foundation, €36,400 (principal investigator).

## **Scholarships and awards**

- 2023–2026 Canadian Institutes of Health Research Fellowship Award, \$135,000.
- 2020–2023 Postdoctoral fellowship from the Fonds de recherche du Québec (FRQS), \$165,000.
- 2022 Best overall project, How to Change the World (Mar 2022 cohort).
- 2020 Graduate Mobility Award, \$5,000.
- 2016–2019 Joseph-Armand Bombardier Canada Graduate Scholarship from the Social Sciences and Humanities Research Council of Canada, \$110,000.
- 2016–2019 PhD scholarship from the Fonds de recherche du Québec (FRQSC), \$60,000, declined.
- 2019 Graduate Excellence Fellowship in Mental Health Research, \$10,000, declined.

- 2019 Travel award, 2nd International Conference on Neuroscience and Free Will.
- 2016–2018 PhD scholarship from l’Institut de recherche Robert-Sauvé en santé et en sécurité du travail (IRSST), \$38,000, partly accepted.
- 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 Michael Smith Foreign Study Supplement, \$6,000.
- 2017 McGill University Graduate Research Enhancement and Travel award, \$950, declined.
- 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.
- 2013–2014 Natural Sciences and Engineering Research Council of Canada (NSERC) Master’s program scholarship, \$17,500.
- 2008–2009 Simon Fraser University (SFU) Alumni Scholarships, \$1,500.
- 2005–2009 SFU Open Scholarships, \$11,000.
- 2005 British Columbia provincial scholarship, \$1,000.
- 2005 SFU Summit Scholarship, \$3,500.

# 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

- 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

- 2024– Sludge audits: Finding and removing unnecessary frictions in government. Twelve 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– Placebos and critical thinking. Six invited lectures for *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. Twelve workshops at *McGill University, the University of Toronto, University of Calgary, and the Canadian Positive Psychology Association*.
- 2014–2021 Persuasive public speaking. Thirty-eight 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 Optimising the framing of co-benefits to boost interest in electric heat pumps. Online 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 The placebo effect. Guest lecture for *PSY 1005: Health: A Positive Psychology Perspective* at Harvard University in Cambridge, MA, on 10 Oct 2023.
- 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 The placebo effect. Guest lecture for *PSY 1005: Health: A Positive Psychology Perspective* at Harvard University in Cambridge, MA, on 12 Oct 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

- 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.

2023– **Reviewer, CIHR Doctoral Research Award committee**

2020–2022 **Special section editor, Psychology of Consciousness: Theory, Research, and Practice**

2014–2016 **Research topic editor, Frontiers in Psychology**

## Press

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](http://nightshiftowl.com).
- 2022– **Olson, J. A.** (2022). *Uncommon CV* [Tool to help researchers complete the Canadian Common CV]. Available at [uncommoncv.ca](http://uncommoncv.ca).
- 2020– **Olson, J. A.** (2020). *Divergent Association Task* [Automatically scored creativity measure]. Available at [datcreativity.com](http://datcreativity.com); code at [github.com/jayolson](https://github.com/jayolson).
- 2013–2021 **Olson, J. A.** (2013). *Jet Lag Rooster* [Web application to reduce jet lag; sold in 2021].