

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar



### Grounded Procedures Theory: The Case of Cleansing as a Procedure of Separation By

Dr Spike W. S. Lee  
University of Toronto

Date : 28 May 2019 (TUE)  
Time : 10:30 am – 12:00 nn  
Venue : M714

#### Abstract

A parsimonious framework—Grounded Procedures Theory (GPT)—is offered for organizing findings from multiple research traditions (e.g., conceptual metaphor, sympathetic magic, embodied attitude, interpersonal touch). The core proposition of GPT is that sensorimotor procedures ground mental procedures with similar salient properties. As an illustrative case, physical cleansing is hypothesized to provide experiential grounding for the mental procedure of psychological separation. From this mechanistic account, novel predictions are derived and tested in the context of (1) threats to the self and (2) desires for cleansing products after immorality, moderated and mediated by subjective feelings of psychological separation. I will conclude by noting other propositions of GPT, their empirical implications, and open questions. The hope is that GPT serves as a productive level of analysis that integrates a variety of apparently irrational but psychologically tractable phenomena.

**Dr Spike W. S. Lee** is an Assistant Professor of Marketing and Psychology (Cross-Appointed) at the University of Toronto. He is interested in how higher-order mental processes are grounded in sensorimotor experiences with the physical world, often leading to quirky effects. In terms of theoretical goals, he explores how the mind interacts with the body in multiple ways; why mind-body relations are often predicted by the metaphors we use; when and how metaphors influence affect, motivation, judgment, and behavior; what cognitive principles govern these effects; and how they vary by experimental, social, and cultural contexts. He has published many research articles on leading academic journals such as *Science*, *Psychological Bulletin*, *Psychological Science*, *Journal of Experimental Psychology: General*, and *Journal of Personality and Social Psychology*. He received the 2017 Early Researcher Award from the Ontario Ministry of Research, Innovation and Science, the 2016 Rising Star designation by the Association for Psychological Science, and the 2010 Early Graduate Student Researcher A ward from the American Psychological Association.

**All interested are welcome.**



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