

# ERIKA BRANCHINI

## Qualifications

PhD: Organizational Psychology: Differentiation and Integration Processes, 13/04/2013, University of Verona.

Degree: master's degree in Pedagogical Sciences, 9/07/2009, University of Verona (grade: 110 with honours); bachelor's degree in Professional Educator, 5/07/2006, University of Verona (grade: 101).

Diploma: teacher's diploma including supplementary year, 2/07/2002, Istituto "A. Manzoni", Suzzara (MN) (grade: 100/100).

Known foreign language: English.

## Profile

Research area:

SSD M-PSI/01- General Psychology: reasoning processes, in particular problem solving, inductive reasoning and creative processes.

## Academic positions

Current academic position: from 01/09/2022 contract professor in General Psychology (SSD M-PSI/01) at the Department of Human Sciences, University of Verona.

Previous academic position: from 1/09/2015 to 31/08/2021 research fellow in General Psychology (SSD M-PSI/01) at the Department of Human Sciences, University of Verona.

## Scientific Qualification

12/12/2023 – National Scientific Qualification for Associate Professor, competitive sector 11/E1 (SSD M-PSI/01).

## Associations

Affiliate member of Italian Association of Psychology (AIP)- Experimental Section.

## Research project

- Research grant "Opposites as the Foundation of Counterfactual Thinking in Insight Problem Solving. A Phenomenological and Psychometric approach to study how opposites act in the activation of counterfactual thinking in insight problem solving" (SSD M-PSI/01), 1/09/2018-31/08/2021, University of Verona.
- Collaboration to the project "From personality to wine choice: a scientific approach to customer profiling" (SSD M-PSI/01), 2020-2021, University of Verona.
- Research grant "THE TASTE OF WINE. Designing a science of wine tastes, to develop and promote new tasting sheets" (SSD M-PSI/01), 28/06/2017-28/06/2018, University of Verona.
- Research grant "The opposites heuristic in geometric problem solving: an experimental phenomenological approach to study the effectiveness of opposites in problem solving" (SSD M-PSI/01), 01/09/2015-16/05/2017, University of Verona.

## Research collaborations

- EPhPLab (Experimental Phenomenology of Perception Laboratory) research group (<https://www.eplab.com/>).
- Cognitive Metrix, spin off of the Department of Human Sciences, University of Verona (<https://sites.ds.univr.it/cognitivemetrix/>).

## Publications

Branchini, E., Burro, R., & Bianchi, I. (2023). Training People to Think in Opposites Facilitates the Falsification Process in Wason's Rule Discovery Task. *Journal of Intelligence*, 11: 91.

Bianchi, I., & Branchini, E. (2023). Does Thinking in Opposites in Order to Think Differently Improve Creativity? *Journal of Intelligence*, 11: 85.

Burro, R., Branchini, E., Capitani, E., Barnaba, V., Fermani, A., Paradis, C., & Bianchi, I. (2022). Is there an association between consumers' personality traits and the sensory characteristics they look for in wine? *Food Quality and Preference*, 105: 104767.

Bianchi, I., Branchini, E., Canestrari, C., Burro, R. (2022). On pleasures of the mind related to insight problem solving and humor: an investigation of people's awareness of what they like or dislike and why. *Journal of Cognitive Psychology*.

Branchini, E., Capitani, E., Burro, R., Savardi, U., & Bianchi, I. (2021). Opposites in reasoning processes: do we use them more than we think, but less than we could? *Frontiers in Psychology* 12:715696.

Bianchi, I., Capitani, E., Branchini, E., Burro, R., & Savardi, U. (2021). Naive intuitions about what constitutes "an opposite process". *Journal of Cognitive Psychology*, 32(4), 698-714.

Bianchi, I., Branchini, E., Torquati, S., Fermani, A., Capitani E., Barnaba, V., Savardi, U., & Burro, R. (2021). Non experts' understanding of terms frequently used by experts to describe the sensory properties of wine: An investigation based on opposites. *Food Quality and Preference*, 92, 104215.

Raccanello, D., Trifiletti, E., Vicentini, G., Branchini, E., & Burro, R. (2020). Scuola e coesione sociale: Processi psicologici coinvolti. In L. Tronca (Ed.), *Scuola e coesione sociale* (pp. 70-93), Milano, IT: FrancoAngeli.

Capitani, E., Branchini, E., Burro, R., Savardi, U., & Bianchi, I. (2020). The opposite of a transformation process. An exploration based on diagrams. *Journal of Cognitive Psychology*, 32 (7), 698-714.

Bianchi, I., Branchini, E., Burro, R., Capitani, E., & Savardi, U. (2020). Overtly prompting people to "think in opposites" supports insight problem solving. *Thinking & Reasoning*, 26(1), 31-67.

Canestrari, C., Branchini, E., Bianchi, I., Savardi, U., & Burro, R. (2018). Pleasures of the Mind: What makes jokes and insight problems enjoyable. *Frontiers in Psychology*, 8: 2297

Branchini, I., Canestrari, C., Roncoroni, A.M., Burro, R., Branchini, E., Savardi, U. (2017). The effects of modulating contrast in verbal irony as a cue for giftedness. *Humor*, 30, 4, 383-416

Branchini, E., Bianchi, I., Burro, R., Capitani, E., & Savardi, U. (2016). Can contraries prompt intuition in insight problem solving? *Frontiers in Psychology*, 7:1962

Branchini, E., Savardi, U., & Bianchi, I. (2015). Productive thinking: the role of perception and perceiving opposition. *Gestalt Theory*, 37 (1), 7-24

Branchini; E., Burro, R., Bianchi, I., & Savardi, U. (2015). Contraries as an effective strategy in geometrical problem solving. *Thinking & Reasoning*, 21 (4), 397-430

Branchini, E., Savardi U., Burro, R., Bianchi, I. (2012). I contrari nel problem solving geometrico. In Graziano, M. & Luverà, C. (a cura di), *Bioestetica, bioetica, biopolitica. Atti del convegno 2011 del CODISCO* (pp. 415- 426), Corisco (contributo in atti del convegno)

Branchini, E., Savardi U., Burro, R., Bianchi, I. (2011). L'importanza dei contrari nel problem solving. In AIP Sezione di Psicologia sperimentale, *Atti del XVII congresso nazionale* (pp.88- 89), Bonanno Editore, Arcireale- Roma (contributo in atti del convegno)

Branchini, E., Burro, R., Savardi, U. (2009). Contraries in productive thinking. In Savardi, U. (Eds.), *The perception and cognition of contraries* (pp. 203- 224), McGraw- Hill, Milano