

Jonathan Edward Westfall, Ph.D.
Division of Counselor Education and Psychology
Delta State University
Cleveland, MS 38733
Phone: 662-846-4308
Email: jwestfall@deltastate.edu
<https://jonwestfall.com>

EDUCATION

- Ph.D. The University of Toledo, 2009, Experimental Psychology.
- Cognitive Concentration
 - Dissertation Title: *Exploring Common Antecedents of Three Related Decision Biases*
 - Major Advisor: Dr. J.D. Jasper
- M.A. The University of Toledo, 2007, Psychology.
- B.A. The University of Akron, 2004, Psychology.
-

EXPERIENCE

2017-present. Coordinator of the Psychology Program, Division of Counselor Education and Psychology, Delta State University, Cleveland, MS.

2016-present. Coordinator of the Okra Scholars Program, Division of Student Success Center, Delta State University, Cleveland, MS.

2016-present. Coordinator of First Year Seminar, Division of Student Success Center, Delta State University, Cleveland, MS.

2014-present. Assistant Professor of Psychology, Division of Counselor Education and Psychology, Delta State University, Cleveland, MS.

2012-2014, Visiting Assistant Professor of Psychology, Centenary College of Louisiana, Shreveport, LA.

Courses taught include introduction to psychology, cognitive psychology, judgment and decision making, learning and memory, and history and systems of psychology.

2009-2012, Postdoctoral Research Scholar, Columbia University, New York, NY.

Served as Associate Director for Research and Technology at the Center for Decision Sciences at Columbia Business School, working with Eric J. Johnson and Elke U. Weber.

2009, Adjunct Professor, Department of Psychology, Adrian College, Adrian, MI.

Course taught: cognitive psychology.

2006, Adjunct Professor, Department of Psychology, Heidelberg College, Tiffin, OH.

Course taught: cognitive psychology.

2004-2009, Graduate Assistant, The University of Toledo, Toledo, Ohio.

Courses taught: Primary Instructor – introduction to psychology, research methods in psychology, cognitive psychology. Teaching Assistant – cognitive psychology, research methods in psychology.

2001-2005, Lecturer, Division of Workforce Development and Continuing Education, The University of Akron, Akron, OH.

Courses taught: A+ certification, computer repair and maintenance I & II.

PROFESSIONAL AFFILIATIONS

2016-present Member, Southeastern Psychological Association.

2012-present Member, Society for the Teaching of Psychology.

2005-present Member, Society for Judgment and Decision Making.

2003-present Member, American Psychological Association.

RECENT COURSES TAUGHT

PSY 101: General Psychology: Scientific foundations for understanding behavior. Taught every semester since Fall 2014.

PSY 142: Professional and Career Issues: Offers a comprehensive introduction to careers in psychology, as well as guidelines for professional writing, conduct and collegiality. Taught Spring 2016.

PSY 307: Developmental Psychology: Principles and theories of human development with emphasis on the life span of the individual. Taught Spring 2018.

PSY 314: Psychology of Human Sexuality: Scientific foundation for the understanding of the psychological, physiological, social and behavioral aspects of human sexuality. Taught December 2014, December 2015, May 2016.

PSY 315: Social Cognition: Analysis of theory and research on problems related to the manner in which humans judge themselves and others on the basis of information received. Taught Fall 2015.

PSY 320: Human Factors Engineering: The study of applying human performance and human machine interaction and design. Taught Spring 2016, Spring 2017.

PSY 330: Research Methods I: An introduction to research design in psychological research, writing in APA style and the conduct and writing of a research-based literature review. Taught Fall 2014, Spring 2015, Fall 2015.

PSY 331: Statistics: Use of descriptive and inferential statistics for the analysis of psychological data. Introduction to computerized data analysis. Taught Fall 2014, Spring 2015, Spring 2017, Summer II 2018, Fall 2018.

PSY 332: Research Methods II: Research design and the conduct and reporting of psychological research. Taught Fall 2016, Spring 2017, Spring 2018, Fall 2018.

PSY 402: Learning and Cognition: Study of learning and cognitive processes. Taught Fall 2015, Fall 2016, Fall 2017, Fall 2018.

PSY 490: Exploration of psychological topics resulting in written and/or oral presentations. Taught Spring 2018.

PSY 492: Special Topics in Psychology: Judgment and Decision Making. Taught Summer I 2015, Summer I 2016, Summer I 2017.

PSY 492: Special Topics in Psychology: Psychology of Unexplained Belief. Taught Summer II 2016.

FYS 100: Course designed to enable new students to make a successful transition to Delta State University. Taught Fall 2016, Spring 2017, Fall 2017, Fall 2018.

Courses Developed

PSY 142: Professional and Career Issues.

PSY 331: Statistics (Online version)

PSY 492: Special Topics in Psychology: Judgment and Decision Making

PSY 492: Special Topics in Psychology: Psychology of Unexplained Belief

Curriculum Designer & Coordinator

FYS 100: First Year Seminar.

Doctoral Committee Chair

Carley Dear, doctoral candidate.

Doctoral Committee Member (Methodologist)

Linda Gater, in progress, 2015.

Reteeshia Brown, graduate, 2017.

Lance Evans, in progress, 2015.

LeSandra Young, graduate, 2017.

Windy Faulkner, in progress, 2016.

Lisa White, graduate, 2017.

Sheila Hailey, in progress, 2017.

Reed Abraham, in progress, 2017.

Tim Colbert, in progress, 2017.

Marie Roberts, in progress, 2018.

Master's Committee Member

Elisabetta Zengaro, student, 2017-18.

PROFESSIONAL ACTIVITIES

Publications

Vandenbroucke, L., Weeda, W., Lee, N. C., Baeyens, D., **Westfall, J. E.**, Figner, B., & Huizinga, M. (in press). Heterogeneity in cognitive and socio-emotional functioning in adolescents with on-track and delayed school progression. *Frontiers in Psychology*.

Westfall, J. E., & Hudgins, H. R. (2018). Predicting academic performance by student's study skills in rural Mississippi. *Psychology and Education*, 55(2). 15-23.

Knoll, M. A. Z., Appelt, K. C., Johnson, E. J., & **Westfall, J. E.** (2014). Time to retire: Why americans claim benefits early and how to encourage delay. *Behavioral Science and Policy*, 1(1), 53–62.

Westfall, J. E., Jasper, J. D., & Corser, R. (2014). Handedness predicts motivation to switch from the status-quo. *Laterality: Asymmetries of Body, Brain, & Cognition*, 19(6), 745–764.

Westfall, J. E., Jasper, J. D. & Christman, S. D. (2012). Inaction inertia, the sunk cost effect, and

handedness: Avoiding the losses of past decisions. *Brain & Cognition*, 80, 192–200.

Westfall, J. E., Kim, C. M. & Ma, A. Y. (2012). Locking the virtual file cabinet: A researcher's guide to internet data security. *International Journal of Information Management*, 32, 419–430.

Westfall, J. E., Jasper, J. D. & Zelmanova, Y. (2010). Differences in time perception as a function of strength of handedness. *Personality and Individual Differences*, 49, 629 - 633.

Edited Volumes

Altman, W. S., Stein, L. & **Westfall, J. E.** (2018). *Essays from E-xcellence in Teaching* (Vol. 17). Retrieved from the Society for the Teaching of Psychology Web site: <http://teachpsych.org/ebooks/eit2017/index.php>. ISBN: 978–1–941804–47–6.

Altman, W. S., Stein, L. & **Westfall, J. E.** (2017). *Essays from E-xcellence in Teaching* (Vol. 16). Retrieved from the Society for the Teaching of Psychology Web site: <http://teachpsych.org/ebooks/eit2016/index.php>. ISBN: 978–1–941804–44–5.

Altman, W. S., Stein, L. & **Westfall, J. E.** (2016). *Essays from E-xcellence in Teaching* (Vol. 15). Retrieved from the Society for the Teaching of Psychology Web site: <http://teachpsych.org/ebooks/eit2015/index.php>. ISBN: 978–1–941804–42–1.

Non-Academic Publications

Westfall, J. E. (2012). My Future Parenting Manual: Advice from Childless Me. LuLu.com (Student contributed work), ISBN: 978-1-300317-56-2

Westfall, J. E., Augusto, R., & Allen, G. (2012). Beginning Android Web Apps Development. Apress Inc. ISBN: 978-1-430239-57-4

Westfall, J. E. (2010). Windows Phone 7 Made Simple, Apress Inc., ISBN: 978-1-430233-12-1

Westfall, J. E. (2010). Mandate, LuLu.com (Self Published Novel), ISBN: 978-0-557709-84-7

Peer Reviewed Presentations

Westfall, J. E. (2017). Engaging student content creation through technology and open educational resources. Presented at the 125th Annual Meeting of the American Psychological Association, Washington, D.C.

Westfall, J. E. (2017). It's not if you study, it's how you study: Predicting of grade point average by study skill behavior. Presented at the 63rd Annual Meeting of the Southeastern Psychological Association, Atlanta, GA.

Bickley, C. & **Westfall, J. E.** (2017). Knowledge and evaluation of alternative therapies. Presented at the 63rd Annual Meeting of the Southeastern Psychological Association, Atlanta, GA.

Hudgins, H. & **Westfall, J. E.** (2017). Mood on the willingness to complete jobs. Presented at the 63rd Annual Meeting of the Southeastern Psychological Association, Atlanta, GA.

Hill, E. & **Westfall, J. E.** (2017). Effects of textbook images on students understanding challenging concepts. Presented at the 63rd Annual Meeting of the Southeastern Psychological Association, Atlanta, GA.

- Appelt, K. C., Knoll, M. A. Z., Johnson, E. J., & **Westfall, J. E.** (2016). Preference checklists: Effective and selective choice architecture for retirement decisions. Presented at the 37th Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.
- Appelt, K. C., Knoll, M. A. Z., Johnson, E. J., & **Westfall, J. E.** (2016). Effective, selective choice architecture: Checklists as a more precise tool. Presented at the 2016 Association for Consumer Research Conference, Berlin, Germany.
- Appelt, K. C., Knoll, M. A. Z., Johnson, E. J., & **Westfall, J. E.** (2016). Checklists as selective choice architecture. Presented at the 2016 Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
- Bartels, D., Spiller, S., & **Westfall, J. E.** (2016). Psychological antecedents of consumer financial fragility. Presented at the 2016 Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
- Westfall, J. E.**, (2016). Mindful(ness) of technology: Reconciling digital life and inner peace. Presented at the 35th Annual F. E. Woodall Spring Conference for the Helping Professions, Cleveland, MS.
- Knoll, M. A. Z., Johnson, E. J., **Westfall, J. E.**, & Appelt, K. C. (2015). Checklists as choice architecture: What you don't know (or think about) can hurt you. Poster presented at the 6th annual Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.
- Westfall, J. E.**, (2014). Exploring the role of music in intertemporal choice. Poster presented at the 35th Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Jasper, J. D., Corser, R., & **Westfall, J. E.** (2013). The when and why of reverse endowment effects: A query theory investigation. Presented at the 34th Annual Meeting of the Society for Judgment and Decision Making, Toronto, Canada.
- Appelt, K., Johnson, E. J., Knoll, M. A. Z., & **Westfall, J. E.** (2012). Time to retire: Why americans claim benefits early and how to encourage them to delay. Presented at the 2012 Behavioral Decision Research in Management Conference, Toronto, Canada.
- Appelt, K., Johnson, E. J., Knoll, M. A. Z., & **Westfall, J. E.** (2011). Time to retire: Why americans claim benefits early and how to encourage them to delay. Poster to be presented at the 32nd annual meeting of the Society for Judgment and Decision Making, Seattle, WA.
- Westfall, J. E.**, & Ma, A. (2010). Locking the virtual file cabinet: A researcher's guide to internet data security. Poster presented at the 31st annual meeting of the Society for Judgment and Decision Making, St. Louis, MO.
- Westfall, J. E.**, Jasper, J. D. & Christman, S. D. (2010). Inaction inertia, the sunk cost effect, and handedness: Avoiding the losses of past decisions. Poster presented at the 2010 Behavioral Decision Research in Management Conference, Pittsburgh, PA.
- Westfall, J. E.**, & Jasper, J. D. (2009). Time perception and strength of handedness. Poster presented at the 30th annual meeting of the Society for Judgment and Decision Making, Boston, MA.

Westfall, J. E., (2008). Techniques for developing software-based experiments; tools, tips, and resources. Poster presented at the annual meeting of the Society for Judgment and Decision Making. Chicago, IL.

Westfall, J. E., (2008). Introduction: designing your own experiments, possibilities and pitfalls. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.

Westfall, J. E. & Jasper, J. D. (2007). Strength of handedness and sunk cost. Poster presented at the annual meeting of the Society for Judgment and Decision Making. Long Beach, CA.

Westfall, J. E. & Jasper, J. D. (2007). Individual differences in preference for sequences. Poster presented at the annual meeting of the Midwestern Psychological Association. Chicago, IL.

Westfall, J. E. & Jasper, J. D. (2006). Individual differences in preference for sequences using forced-choice and self-generated methods. Poster presented at annual meeting of the Society for Judgment and Decision Making. Houston, TX.

Westfall, J. E., Hart, S., Levin, I, Christman, S. D., & Jasper J. D. (2005). Handedness, gender, and patterns of risk behavior: a look at worthless planes and ambiguous urns. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Toronto, Canada.

Westfall, J. E. & Jasper, J. D. (2005) Decision biases and handedness. Poster presented at the annual meeting of the Midwestern Psychological Association. Chicago, IL.

Awards

- 2017 Delta State University Panhellenic Council Outstanding Faculty Member of the Year
- 2016 Delta State University College of Education and Human Sciences Outstanding Faculty Award
- 2015 Ellucian Connected Educator (re-awarded in 2017)
- 2008 Microsoft Most Valued Professional (MVP) award (Re-awarded 2009-2011)
- 2006 Smartphone & Pocket PC Magazine Board of Experts (Re-awarded 2007-2008)

Grants

External

- 2017 Strengthening Institutions Program (Title III) Grant, U.S. Department of Education. \$2,130,119. Not funded.
- 2017 Open Educational Resources Grant, Psychology 101. \$4,000. Funded.
- 2016 “Creating Institutional Change for the Advancement of Women in Higher Education in the Delta”, National Science Foundation. ADVANCE: Increasing the Advancement and Participation of Women in Academic and Science and Engineering Careers. \$2,821,697. Not funded.

Internal Awards (all funded)

- 2016 Kent and Janice Wyatt Faculty Development Fund (re-awarded in 2017)

Workshops and Invited Talks

Westfall, J. E. (2017). Ted Talk Time! (October, 2017). Presentation to Mississippi Rising Educators Conference.

Westfall, J. E. (2016). Ugh – APA Style! (March, 2016). Webinar presentation to DSU Okra Scholars.

Westfall, J. E. (2015). Validity and Reliability (October 23, 2015). Workshop given during CAEP Retreat for faculty, Delta State University.

Westfall, J. E. (2015). Metacognition Strategies for Learning (September 28, 2015). Workshop given to students preparing for national certification exam, Delta State University.

Westfall, J. E. (2015). Faculty Brownbag Series: Technology Tips and Tricks (Spring, 2015). Workshop given to division faculty on technology both inside and outside the classroom, Delta State University.

Westfall, J. E. (2013). The Big Picture: Don't Sweat the Details. (June 28, 2013). Workshop presentation given to faculty interested in pedagogical differences between experts and novices. Centenary College of Louisiana, Talk available at <http://j.mp/BigPicTalk>

University Service

2016-2018	Academic coordinator & trainer for the rollout of CRM Advise.
2015-present	Delta State University Okra Scholars Mentor.
2014-present	Co-Advisor, Psi Chi, Delta State University (2014-present).
2014-present	Delta State University Committees: <ul style="list-style-type: none"> ▪ Chair, College of Education & Human Sciences Centennial Fund Committee (2015-present, appointed position). ▪ Chair, Psychology Curriculum Committee (2014-present: Member, Chair 2017-present). ▪ Chair, Attendance & Grade Grievance Committee (2014, 2016: Member, Chair 2017). ▪ Chair, Environment & Safety Committee (2014-present: Member, Chair 2016-present). ▪ Chair, College of Education & Human Sciences Online Course Guidance Committee (2016-2017) ▪ Co-Chair, Faculty Merit Pay Committee (2016-17) ▪ Member, Distance Education Committee (2015-2017, elected position). ▪ Member, Academic Advising Committee (2015-present, appointed position). ▪ Member, Student Success Advisor Search Committee (July, 2015). ▪ Attended 15 recruiting functions from Fall 2014-present.

Professional Service

2016-2020	Internet Editor (2016-2020), Society for the Teaching of Psychology (APA Div 2).
2015-present	Webmaster Team (2015-present), Society for Judgment and Decision Making.
2015-present	Editorial Board: Journal of Behavioral Decision Making (2015-present),
2015-present	Editorial Board: Delta Journal of Education (2015-present).
2015	National Science Foundation (NSF) Graduate Research Fellowship Panel (GRFP) panelist.
2012	Conference Presentation Submission Reviewer, Society for Judgment and Decision Making.
2012	Judge, New York Science & Engineering Fair, (Preliminary round, March 4, 2012; Final round, March 27, 2012).
2009-14	Student Poster Judge, Society for Judgment and Decision Making.

2007-08 Judge, Northwest Ohio Regional Science Fair (Judging for the UT Psychology Department Award).

Ad hoc Reviewer: Computers in Human Behavior, Laterality, Journal of Applied Social Psychology.