

Jonathan E. Westfall

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Address: Delta State University
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Education

Ph.D. in Experimental Psychology (2004 - 2009)

The University of Toledo, Toledo, Ohio

Specialization in Cognitive Psychology, judgment and decision making.
Dissertation Title: Exploring Common Antecedents behind Three Decision Biases.
M.A. Thesis Title: Handedness Differences in Preferences for Sequences of Events in Forced Choice and Self-Determined Paradigms
Major Advisor: J. D. Jasper, Ph.D.

Bachelor of Arts in Psychology (2001 - 2004)

The University of Akron, Akron, Ohio

Studied experimental psychology, and cognitive skills learning
Honors Thesis Title: Implicit Skill Development Across Stimulus Variability Conditions Using a Block Design Task
Honors Advisor: Raymond Sanders, Ph.D.

Employment

Delta State University, Cleveland, Mississippi (2014 - Present)

Assistant Professor of Psychology

Courses Taught: General Psychology, Learning & Cognition, Psychology of Human Sexuality, Research Methods, Statistics

Centenary College of Louisiana, Shreveport, Louisiana (2012 - 2014)

Visiting Assistant Professor

Courses Taught: Introduction to Psychology, Learning & Memory, History & Systems of Psychology, Selected Topics: Judgment and Decision Making, Cognitive Psychology

Columbia Business School, Columbia University, New York (2012 - Present)

Variable Hours Officer

Provide experimental software design services, server upkeep and maintenance, and on-demand consultation.

Center for Decision Sciences, Columbia University, New York (2009 - 2012)

Postdoctoral Research Scholar

Served as Associate Director of the Center for Decision Sciences. Conducted research, created and managed online data collection for the Center for Decision Sciences. Postdoctoral Advisors: Eric J. Johnson, Ph.D. & Elke U. Weber, Ph.D. Adjunct position as Lecturer, Psychology Department, Columbia University (2011)

Peer Reviewed Publications

- 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. *In press at Behavioral Science and Policy*.
- Westfall, J.E., Jasper, J. D., & Corser, R. (2014). Handedness predicts motivation to switch from the status-quo. *In press at Laterality: Asymmetries of Body, Brain, & Cognition*.
- 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.

Manuscripts under Review

- Savani, K., Westfall, J. E., Johnson, E. J., & Weber, E. U. (2013). Construing Actions as Choices: Focusing Attention on Relevant Information During Decision-making.
- Johnson, E. J., Gächter, S., Westfall, J. E., & Herrmann, A. (2013). Cognitive Moderators of Loss Aversion.

Manuscripts in Preparation

- Spiller, S., Westfall, J. E., & Bartels, D. (2013). Exploring Emergency Saving

- Behaviors Among American Households. In Progress.
- Figner, B. F., Westfall, J. E., Ungemach, C. U. & Johnson, E. J. (2013). Understanding Intertemporal Choice Behavior Using Process Tracing. In Progress.
- Figner, B. F., Jansen, B. R. J., van Duijvenvoorde, A. C. K., Westfall, J. E., & Huizenga, H. M. (2013). Individual differences in lexicographic risky-choice strategies in children: A mouselabweb experiment.

Conference Presentations

- 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, November 2014.
- 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, November 2013
- 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, June 2012.
- 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 November 2011.
- 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, November 2010.
- 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, June 2010.
- 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, November 2009.
- 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. November, 2008.
- 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, November, 2008.
- 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. November 2007.
- Westfall, J. E. & Jasper, J. D. (2007). Individual Differences in Preference for Sequences. Poster presented at the annual meeting of the Midwestern Psychological Association. May 2007.
- 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. November, 2006
- 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. November, 2005
- Westfall, J.E. & Jasper, J.D. (2005) Decision Biases And Handedness. Poster presented at the annual meeting of the Midwestern Psychological Association. May 2005.

Editorial Responsibilities

- Editorial Board: Journal of Behavioral Decision Making
- Ad-hoc Reviewer: Computers in Human Behavior
- Ad-hoc Reviewer: Laterality

Professional Honors & Distinctions

- Microsoft Most Valued Professionals (MVP) award – Windows Phone, April 2008 – April 2012. (program restructured)
- Named to the Board of Experts, Smartphone & Pocket PC Magazine, May 2006 – August 2008. (Magazine ceased publishing)

Courses Taught & Location

- Principles of Psychology / Introduction to Psychology - The University of Toledo, Centenary, Delta State University
- Cognitive Psychology - Heidelberg College (Tiffin, Ohio), Adrian College (Adrian, Michigan), The University of Toledo, Centenary
- Research Methods in Psychology (Experimental Psychology) - The University of Toledo, Delta State University
- Thinking and Decision Making / Judgment and Decision Making – Columbia University, Centenary, Delta State University
- Learning & Memory – Centenary
- Learning & Cognition - Delta State University
- Psychology of Human Sexuality - Delta State University
- History & Systems of Psychology - Centenary

Guest Lectures & Workshops

Centenary College

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

The University of Toledo

- Decision Biases & Heuristics (November 22, 2004) Presentation given to cognitive psychology course.
- Getting into Graduate School (Fall 2006, Fall 2007) Presentation given to freshman undergraduate students in psychology.
- Using Excel & Other Computer Resources for Effective Teaching (Fall 2007, Spring 2007, Fall 2008) Presentation given to graduate teaching practicum course.
- Discounting & Preference for Sequences (March 24, 2008) Presentation given to undergraduate honors / graduate course in decision making.

Columbia University

- Strength of Handedness and Time Perception (October 21, 2010). Presentation given to undergraduate / post-baccalaureate course in judgment and decision making (Elke Weber, instructor)

Service

- Delta State University Okra Scholars, mentor (competitive selection, initial group of a 1.6 million dollar *First in the World* grant funded program aimed at retention and increased 4 year graduation rate). 2015 - present.
- National Science Foundation (NSF) Graduate Research Fellowship Panel (GRFP) panelist, 2015.
- 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)
- Poster Judge (Of Student submissions), Society for Judgment and Decision Making, 2009-2014.
- Judge, Northwest Ohio Regional Science Fair (Judging for the UT Psychology Department Award), 2007, 2008.
- Experimental Graduate Student Representative, University of Toledo, 2006-2008.

Mentoring

Postdoc Interns. All interns advised on-site. All are undergraduate students unless

otherwise noted.

Katherine Huether (Intern, Spring 2010, Columbia University/Barnard College/NYU); Maka Geller (Intern, Summer 2010, from Bard College); Katherine Chang (Intern, Summer 2010-present, from the Spence School (Manhattan), high school student); Cindy Min Ji Kim (Intern, Fall 2010, Post baccalaureate from University of Pennsylvania); Meaghan Gartner (Intern, Summer 2011, from Wake Forest University); Mary Reiser (Intern, Summer 2011, from Amherst College); Yechao Liu (Intern, Fall 2011, Masters in Statistics Student at Columbia University); Soo Jung (Crystal) Lee (Intern, Spring 2012, Columbia University); Nina Rouhani (Intern, Spring 2012, Columbia University)

Centenary Research Students

Amanda Holt; Zoe Auld; Forrest Stutts, Mattie Milner

Non Academic Publications

- Westfall, J. E. (2012). My Future Parenting Manual: Advice from Childless Me. LuLu.com (Student contributed work), ISBN: 9781300317562
- Westfall, J. E., Augusto, R., & Allen, G. (2012). Beginning Android Web Apps Development. Apress Inc. ISBN: 9781430239574
- Westfall, J. E. (2010). Windows Phone 7 Made Simple, Apress Inc., ISBN: 9781430233121
- Westfall, J. E. (2010). Mandate, LuLu.com (Self Published Novel), ISBN: 9780557709847

Academic References

Matthew Weeks, Ph. D.
Associate Professor & Chair - Department of Psychology
Centenary College of Louisiana
rmweeks@centenary.edu
1 (318) 841-7268

Eric J. Johnson, Ph.D.
Norman Eig Professor of Business - Columbia Business School
ejj3@columbia.edu
1 (212) 854-5068

Elke U. Weber, Ph.D.
Jerome A. Chazen Professor of International Business - Columbia Business School
euw2@columbia.edu
1 (646) 896-9410

John D. Jasper, Ph.D.
Associate Professor – Department of Psychology
The University of Toledo
john.jasper@utoledo.edu
1 (419) 530-4130

Consulting Services, Work History, & References

**Statistical Consulting (Statistical analysis, narrative write-up, presentation design)
2011 – present**

Client Reference

Cheryl Buck
Director of Sponsor Relations, Professional Risk Managers' International
Association
cheryl.buck@prmia.org
1 (612) 605-8723

**Technical Consulting (Server administration, experimental design, programming,
security analysis / auditing) 2003 – present**

Client Reference

Paul Culbertson
Owner, Planethosting.Com
paul@planethosting.com
1 (330) 329-3789

Executive Editor, Android Thoughts

Thoughts Media Inc. August 2010 – January, 2012.

Contributing Editor, Windows Phone Thoughts, February 2005 – May 2010
News Editor, Windows Phone Thoughts, May 2010 – August 2011

**Graduate Assistant The University of Toledo
August 2004 – May 2009**

**Adjunct Professor Heidelberg College (Tiffin, Ohio)
Fall 2006**

**Lecturer, Continuing Education The University of Akron
September 2001 – May 2005**