

# Curriculum Vitae

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*Jonathan E. Westfall, Ph.D.*

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## Jonathan E. Westfall

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**Website:** <http://jonwestfall.com/>

**Date of Birth:** 9<sup>th</sup> December 1982

### Personal Statement

As a psychologist by training, and technology writer, reviewer, and engineer by experience, I work to combine both skills to produce both cutting edge research in economic and consumer decision making, and innovative technology solutions.

### Research Interests

- ◇ Economic and health decision making
- ◇ Strength of handedness and laterality of the brain
- ◇ Heuristics, framing effects, and anchoring
- ◇ Preferences and valuations of sequences of events

### Skills

- ◇ Data Analyses with R, SAS, & SPSS
- ◇ Administered production web, mail, & database servers.
- ◇ Web Programming (PHP, MySQL, HTML)
- ◇ Experiment research design, implementation, and analyses skills.
- ◇ Proficient in Microsoft Office, Windows, Unix, & Mac OS X

### 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

#### Associate Director for Research & Technology

2009 - present

Columbia Business School, New York City, New York

*Conducted research, created and managed online data collection for the Center for the Decision Sciences*

*Postdoctoral Advisors: Eric J. Johnson, Ph.D. & Elke U. Weber, Ph.D.*

## Manuscripts in Preparation

- ◇ Westfall, J. E., Jasper, J. D. & Zelmanova, J. (2009). *Time perception and strength of handedness*.

## Professional Presentations

- ◇ Westfall, J. E., (2008). *Techniques for developing software-based experiments; tools, tips, and resources*. Poster to be 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 to be 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.

## Professional Honors & Distinctions

- ◇ Awarded the Microsoft Most Valued Professionals (MVP) award, April 2008 – present.
- ◇ Named to the Board of Experts, Smartphone & Pocket PC Magazine, May 2006 – August 2008.

## Courses Taught

- ◇ Principles of Psychology - The University of Toledo
- ◇ Cognitive Psychology - Heidelberg College (Tiffin, Ohio), Adrian College (Adrian, Michigan), The University of Toledo
- ◇ Research Methods in Psychology (Experimental Psychology) - The University of Toledo
- ◇ A+ Certification (Entry-level Computer Technician) - The University of Akron
- ◇ PC Troubleshooting & Diagnostics - The University of Akron

## Guest Lectures

- ◇ 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.

### Technology Publications (non peer-review)

- ◇ Westfall, J. E. (2009). Quick Look: Nuevasync : Google + Windows Mobile in sync harmony. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/94447/nuevasync-google-windows-mobile-in-sync-harmony.html>.
- ◇ Westfall, J. E. (2009). Column: A Windows man goes Google. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/93167/a-windows-man-goes-google.html>.
- ◇ Westfall, J. E. (2008). Quick Look: Vaja's ivolution case snuggles Samsung Omnia. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/91858/vaja-s-ivolution-case-snuggles-samsung-omnia.html>.
- ◇ Westfall, J. E. (2008). Review: Feel in touch: The Samsung Omnia reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/91896/feel-in-touch-the-samsung-omnia-reviewed.html>.
- ◇ Westfall, J. E. (2008). Review: Scott Jordan Signature Series: How geek can meet chic. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/91006/scott-jordan-signature-system-how-geek-can-meet-chic.html>.
- ◇ Westfall, J. E. (2008). Column: Windows Mobile out of place at Microsoft's party? *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/89223/windows-mobile-out-of-place-at-microsoft-s-party.html>.
- ◇ Westfall, J. E. (2007). Quick Look: Dashwire finally invited me. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/87457/dashwire-finally-invited-me.html>.
- ◇ Westfall, J. E. (2007). Review: Chasing perfection: The SCOTTEVEST Evolution jacket reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/86874/chasing-perfection-the-scottevest-evolution-jacket-reviewed.html>.
- ◇ Westfall, J. E. (2007). Review: Delorme Street Atlas USA 2008 reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/86559/delorme-street-atlas-usa-2008-reviewed.html>.
- ◇ Westfall, J. E. (2007). Review: Leader of the empire: The HTC TyTN II Reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/86485/leader-of-the-empire-the-htc-tytn-ii-reviewed.html>.
- ◇ Westfall, J. E. (2007). Review: Presenting on the go: The Impatica Showmate reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/85375/presenting-on-the-go-the-impatica-showmate-reviewed.html>.
- ◇ Westfall, J. E. (2007). Review: Perform with your technology: SCOTTEVEST Performance Polo and Pullover reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/85251/perform-with-your-technology-scottevest-performance-polo-and-pullover-reviewed.html>.
- ◇ Westfall, J. E. (2007). Tip: Casual developers – Create a Virtual development workstation. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/85729/casual-developers-create-a-virtual-development-workstation.html>.

- ◇ Westfall, J. E. (2007). Step-by-Step: Making your Joomla or Mambo CMS Windows Mobile Friendly. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/85556/making-your-joomla-or-mambo-cms-windows-mobile-friendly.html>.
- ◇ Westfall, J. E. (2007). Review: Innobec Side Window review. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/83933/innobec-sidewindow-review.html>.
- ◇ Westfall, J. E. (2007). Tip: Jon's over the air file sync solution. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/84683/jon-s-over-the-air-file-sync-solution.html>.
- ◇ Westfall, J. E. (2007). Step-by-Step: Disable pesky Activesync plugins. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/84015/disable-pesky-activesync-plugins.html>.
- ◇ Westfall, J. E. (2006). Review: Much to see with Spb Mobile DVD. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/82979/much-to-see-with-spb-mobile-dvd.html>.
- ◇ Westfall, J. E. (2006). Review: Technology and warmth enabled? SCOTTEVEST Indoors and out. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/82644/technology-and-warmth-enabled-scottevest-indoors-and-out.html>
- ◇ Westfall, J. E. (2006). Quick Look: More power! Pocket PC Tech's JasJar Hi-Capacity Li-ION Polymer Battery. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/81691/more-power-pocket-pc-tech-s-jasjar-hi-capacity-li-ion-polymer-battery.html>.
- ◇ Westfall, J. E. (2006). Review: Spb Insight provides window on the world. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/82086/spb-insight-provides-window-on-the-world.html>.
- ◇ Westfall, J. E. (2006). Review: The new iPAQ Mobile Messenger hw6915 – A tough package to beat. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/81279/the-new-ipaq-mobile-messenger-hw6915-a-tough-package-to-beat.html>
- ◇ Westfall, J. E. (2006). Tip: Goodbye annoying password time-out problem. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/81693/goodbye-annoying-password-time-out-problem.html>.
- ◇ Westfall, J. E. (2006). Review: Summer with SCOTTEVEST: Reviewing Performance T-Shirt, Hidden Cargo Shorts & TEC Hat. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/80717/summer-with-scottevest-reviewing-performance-t-shirt-hidden-cargo-shorts-amp-tec-hat.html>
- ◇ Westfall, J. E. (2006). Review: Add some Zinc to your software: MDM Zinc for Pocket PC 2 Reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/79488/add-some-zinc-to-your-software-mdm-zinc-for-pocket-pc-2-reviewed.html>.
- ◇ Westfall, J. E. (2006). Review: VersaCharger Pro reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/80202/versacharger-pro-review.html>.
- ◇ Westfall, J. E. (2006). Quick Look: A quick look at ThumbMagic. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/79745/a-quick-look-at-thumbmagic.html>.

- ◇ Westfall, J. E. (2006). Review: Your top two reasons to avoid work: Mastersoft SuDoku & Kakuro reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/79277/your-top-two-reasons-to-avoid-work-mastersoft-sudoku-amp-kakuro-reviewed.html>.
- ◇ Westfall, J. E. (2006). Review: Sprint's PPC 6700 Pocket PC Phone Edition reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/75808/sprint-s-ppc-6700-pocket-pc-phone-edition-reviewed.html>.
- ◇ Westfall, J. E. (2006). Column: Missing parts and bad communication: the AKU 2 / A2DP situation. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/77604/missing-parts-and-bad-communication-the-aku-2-a2dp-situation.html>.
- ◇ Westfall, J. E. (2005). Review: The i-Mate JasJar reviewed. *Pocket PC Thoughts*. Retrieved from <http://pocketpcthoughts.com/news/show/73914/the-i-mate-jasjar-reviewed.html>.

## Current Employment

### Associate Director for Research and Technology (Postdoctoral Research Scholar)

Columbia Business School  
2009 – Present

### References

**Eric J. Johnson**

**Elke U. Weber**

## Work History

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

### References

**John D. Jasper, PhD**

Associate Professor – Department of Psychology  
john.jasper@utoledo.edu  
1 (419) 530-4130

**Contributing Editor**                      Pocket PC Thoughts / Thoughts Media Inc.  
February 2005 – Present

**Systems & Network Manager**      Planethosting.Com Inc.  
November 2003 – May 2009

**Lecturer**                                      The University of Akron  
September 2001 – May 2005