

# JONATHAN CORBIN

## Senior Behavioral Researcher, Center for Advanced Hindsight

Twelve years of experience designing and implementing high quality behavioral science research in online, laboratory, and field settings. Experience consulting with industry partners and mentoring researchers on research design, survey development, and implementation.

**Up-to-date statistical expertise** in quantitative and qualitative techniques. Experience advising researchers on statistical approaches and communicating often complex results in easily digestible ways.

**A history of building relationships with the community, researchers, and industry partners**, running projects in the areas of health, finance, marketing, and policy.

**Experience developing scalable, evidence-based products** that help people make better health, financial, and policy decisions.

## SELECTED WORK EXPERIENCE

2019-  
Present

### ● Senior Behavioral Researcher Center for Advanced Hindsight (CAH) 📍 Durham, NC

Developed a behavioral finance literacy [game](#) with NOVA Labs for adolescents. Did background research, developed, analyzed, and generated reports and presentations for qualitative and quantitative surveys examining adolescent financial behaviors. Designed surveys for UX testing. Designed an experiment to evaluate the effect of the game on financial decisions.

Developed and tested a game to combat vaccine misinformation with partners at Cambridge University.

Designed, ran, analyzed, and presented both laboratory and field studies on COVID-19 health and workplace health with partners in the Netherlands and in Durham.

Designed a [decision tool](#) to guide policy-makers based on their responses. Conducted experiments to validate and build the tool's algorithm, qualitative interviews to inform the elements of the tool and test for usability.

Developed the "COVID Can-DO" project sending out weekly messages on social media platforms containing short, easy, actionable suggestions for behaviors that people can do that will benefit their financial, physical, and/or mental health and well-being. Designed a field study finding that 4,702 Can-Do's (e.g., expressing gratitude/canceling an online subscription, setting a calendar event for a walk outside) were completed on the spot.

Consulted with an NGO in Nigeria, developing studies and UX surveys testing products meant to increase savings behaviors for health insurance.

#### Quantitative Research Leadership

Wrote up results and developed an R-function for CAH themed data visualizations for the decision tool project's [white paper](#).

Helped develop the data management plan for CAH, with a particular focus on how to conduct studies, develop codebooks, store data, and preregister analyses. Taught research methods. Acted as the statistics editor for yearly research reports to partners, developing standardized statistical reporting practices.

Provided research design and statistical consulting on projects, including creating R-scripts for data simulation specific to the designs of each study and R-scripts for tailor-made power analyses.

## CONTACT INFO

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For more information, please contact me via email.

## SOFTWARE

R (RStudio)

Qualtrics Survey Software

Mturk/Prolific/Positly Recruitment Platforms

Open Science Framework

GitHub

Dreamhost (SQL Database Manager)

Microsoft Office

Google docs/sheets/forms

## ANALYTICAL METHODS

multilevel linear modeling, generalized linear modeling, Bayesian and Frequentist approaches, structural equation modeling, ANOVA, non-parametric methods, power analysis, simulation, data visualization

## RESEARCH METHODS

experimental (e.g., RCT, A/B, sequential) and quasi-experimental (e.g., stratified randomization, difference-in-difference) methods, survey design, scale development

*This resume was made with the R package [pagedown](#).*

*Last updated on 2022-02-17.*

2015-  
2019

## University of Richmond

MacEldin Dunn Trawick Postdoctoral Fellow

Richmond, VA

Developed and implemented programmatic research testing theoretical models of memory and decision-making.

Published peer-reviewed research in areas of memory, decision-making, and perception. Presented research at national and international conferences.

Taught courses in Psychology and Law and Introduction to Psychology.

### Quantitative Research Leadership

Mentored undergraduate researchers in developing research questions, designing studies, statistical analysis via R, and presenting/publishing results.

Built and managed SQL databases for online research and developed online experiments through gaming software (Gamemaker).

Developed [Shiny Apps](#) to simulate predictions of a Bayesian computational model of memory (the Category Adjustment Model).



## EDUCATION

2012-  
2015

### Cornell University

PH.D. in Developmental Psychology

Ithaca, NY

2010-  
2012

### Cornell University

M.A. in Developmental Psychology

Ithaca, NY

2008-  
2010

### Appalachian State University

M.A. in Experimental Psychology

Boone, NC

2004-  
2008

### University of North Carolina at Asheville

B.A. in Psychology

Asheville, NC



## SELECTED PUBLICATIONS AND POSTERS

2021

### Dyad-linked incentives increase goal achievement and reduce cost: Evidence from a brain training exercise.

Poster for 2021 Society for Personality and Social Psychology Virtual Annual Convention

Cloughesy, J. N., Corbin, J. C., Rayburn-Reeves, R. M., Kaur, H., Clark, J. L., Lindemans, J. W., Ariely, D.

2020

### Association of a public health campaign about coronavirus disease 2019 promoted by news media and a social influencer with self-reported personal hygiene and physical distancing in the Netherlands.

JAMA Netw Open. 2020 Jul;3(7)

Yousuf, H., Corbin, J., Sweep, G., Hofstra, M., Scherder, E., van Gorp, E., ... & Lindemans, J. W.

2017

### Misremembering emotion: Inductive category effects for complex emotional stimuli.

Memory and Cognition 2017 Jul;45(5):691-698.

Corbin, J. C., Crawford, L. E., Vavra, D. T.

2015

### How reasoning, judgment, and decision making are colored by gist-based intuition: A fuzzy-trace theory approach

J Applied Research in Memory and Cognition 2015 Dec;4(4):344-355

Corbin, J. C., Reyna, V. R., Weldon, R. B., Brainerd, C. J.

2015

### Gist representations and communication of risks about HIV-AIDS: A fuzzy-trace theory approach.

Curr HIV Res. 2015 Jul;13(5):399-407.

Wilhelms, E. A., Reyna, V. F., Brust-Renck, P. G., Weldon, R. B., Corbin, J. C.