

# Jiaying Zhao

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## Academic Appointments

Associate Professor (tenured)	2019 - present
Assistant Professor	2013 - 2019
Department of Psychology, Institute for Resources, Environment and Sustainability, UBC	
Faculty Affiliate, Stone Centre on Wealth and Income Inequality, UBC	2024 - present
Invited Researcher, J-PAL North America, Massachusetts Institute of Technology	2023 - present
Faculty Affiliate, Center for Effective Global Action, University of California, Berkeley	2019 - present

## Education

Ph.D.	Princeton University (Cognitive Psychology)	2010 - 2013
M.A.	Princeton University (Cognitive Psychology)	2008 - 2010
M.A.	University College Dublin (Cognitive Science)	2006 - 2007
B.A.	American College Dublin (Psychology)	2002 - 2006

## Awards & Fellowships

King Charles III Coronation Medal	2025
UBC Sauder Distinguished Scholar	2023 - 2026
Killam Research Prize	2021
Canada Research Chair (t2) in Behavioural Sustainability	2014 - 2024
BX2015 Award for Outstanding Research	2015
Green College Leading Scholar	2014 - 2016
Center for Interactive Research on Sustainability Researcher	2014
Porter Ogden Jacobus Honoric Fellowship, Princeton University	2012 - 2013
Woodrow Wilson Scholar, Princeton University	2010 - 2012
Travel Award of Cognitive Science Conference, National Science Foundation	2009
Student of the Year Award, Irish Higher Education and Training Awards Council	2006
Thesis Presentation Highly Recommended, Psychological Society of Ireland	2006

## Research Grants & Contracts (total: \$21,998,446)

NSERC CREATE Grant, Role: co-I (PI: Anubhav Pratap Singh, Total: CAD \$1,650,000)	2022 - 2024
Title: Packaging Leaders Training Program	
Stone Research Grant, Role: PI (Total: CAD \$25,000)	2024 - 2026
Title: Scaling cash transfers to reduce homelessness	
UBC SEEDS Program, Role: PI (Total: CAD \$15,930)	2024 - 2025
Title: Climate-friendly food behaviour	
Catalyzing Research Clusters, Role: PI (Total: CAD \$199,976)	2024 - 2026
Title: Decision Insights for Business & Society (DIBS)	
Catalyzing Research Clusters, Role: collaborator	2024 - 2025
(PI: Anubhav Pratap-Singh, Total: CAD \$100,000), Title: Future Packaging Research Cluster	
NASA, NOAA, USGS, Role: Co-PI (PI: Becky Chaplin-Kramer, Total: USD \$8,500,000)	2023 - 2028
Title: Socioeconomic assessments: Enhancing and measuring the value of Earth observations for informing decisions	
SSHRC Insight Grant, Role: PI (Total: CAD \$316,542)	2023 - 2028
Title: Can we integrate happiness science and climate science to reduce carbon emissions?	
Canadian Forest Service, Role: collaborator (Total: CAD \$266,400)	2023 - 2026
Title: Digging deeper into social and cultural indicators related to the benefits of trees for human health and well-being: the social sciences component of the 2BT Program	
Mitacs-Accelerate Grant & FSC, Role: PI (Total: CAD \$90,000)	2023 - 2024
Title: Reducing homelessness using direct cash transfers (expansion project)	

Community-University Engagement Support, Role: PI (Total: CAD \$25,000) Title: New Leaf Expansion Project - Ambassador Program	2023 - 2024
NSERC Alliance Grant, Role: co-I (PI: Mohammad Arjmand, Total: CAD \$608,786) Title: Plastic Recycling Network towards Affordable 3D Printed Homes	2022 - 2024
Vancouver Coastal Health, Role: co-I (PI: Andrea MacNeill, Total: CAD \$75,000) Title: Food as Medicine: transforming hospital food systems for improved patient care and planetary health	2022 - 2024
Catalyzing Research Clusters, Role: PI (Total: CAD \$199,869) Title: Decision Insights for Business & Society (DIBS)	2022 - 2024
Catalyzing Research Clusters, Role: co-I (PI: Chris Carlsten, Total: CAD \$100,000) Title: Climate Change Health Effects, Adaptation, and Resilience (HEAL)	2022 - 2023
Mitacs-Accelerate Grant & FSC, Role: PI (Total: CAD \$15,000) Title: Designing a user-friendly platform for a water conservation device using behavioural science	2022 - 2023
Community-University Engagement Support, Role: PI (Total: CAD \$25,000) Title: New Leaf expansion project - SEN	2022 - 2023
Mitacs-Accelerate Grant & FSC, Role: PI (Total: CAD \$15,000) Title: Reducing homelessness using direct cash transfers (expansion project)	2022
Foundations for Social Change, Role: PI (Total: CAD \$2,500,000) Title: New Leaf Expansion Project	2021 - 2026
CIHR Project Grant, Role: co-I (PI: Olivier Drouin, Total: CAD \$378,675) Title: Improving adherence to controller medication in children with asthma - the unexplored contribution of behavioral sciences	2021 - 2025
Eminence Fund, Role: co-I (PI: Mohammad Arjmand, Total: CAD \$500,000) Title: Plastic Recycling Research Cluster	2021 - 2024
SEEDS Sustainability Program, Role: PI (Total: CAD \$13,250) Title: Climate-friendly food system label: Pilot evaluation	2021 - 2022
Environment and Climate Change Canada, Role: PI (Total: CAD \$80,000) Title: Using behavioural intervention to nudge consumers to reduce single-use produce bags at grocery stores in Canada	2020 - 2022
U.S. Forest Service, Role: PI (co-PI: Sonya Sachdeva, Total: CAD \$44,246) Title: How does resource scarcity influence sustainable behavior?	2020 - 2022
COVID-19 Rapid Publication Groups, Role: co-I (PI: Michelle Stack, Total: CAD \$10,000) Title: COVID19 Response: Building Higher Learning Resilience in the Face of Epidemics	2020 - 2021
UBC & UW Collaborative Research, Role: PI (co-PI: Crystal Hall, Total: CAD \$18,000) Title: Increasing financial resilience among low-income individuals: A collaborative approach	2020 - 2021
SSHRC Partnership Grant, Role: collaborator (PI: Dilip Soman, Total: CAD \$2,499,567) Title: Behaviourally Informed Organizations: Creating an Integrative Theory of Behavioural Change and Embedding it in Organizations	2019 - 2024
Catalyzing Research Clusters, Role: PI (Total: CAD \$99,746) Title: Decision Insights for Business & Society (DIBS)	2019 - 2022
CFI Leaders Opportunity Fund, Role: PI (Total: CAD \$74,163) Title: Advancing the behavioral sustainability lab	2019 - 2022
McConnell Foundation Social Innovation Fund, Role: PI (Total: CAD \$300,000) Title: New Leaf Project	2018 - 2022
SSHRC Insight Grant, Role: co-I (PI: Stephen Sheppard, Total: CAD \$199,981) Title: Scaling-up social mobilization on climate change with digital tools	2018 - 2020
Mitacs Accelerate Grant & Ocean Wise, Role: PI (Total: CAD \$15,000) Title: Using commitment to reduce plastics waste in the marine environment	2018 - 2019
Employment and Social Development Canada, Role: PI (Total: CAD \$475,540, with additional CAD \$500,000 in private donations) Title: New Leaf Project Society: Innovative Solutions to Homelessness	2017 - 2020
Mitacs Accelerate Grant & Freightledger Technologies Inc., Role: PI (Total: CAD \$45,000) Title: Reducing homelessness using novel behavioral interventions	2017 - 2019
Mitacs Accelerate Grant & BC Hydro, Role: PI (Total: CAD \$30,000) Title: Cognitive and well-being impacts of tunable LED lighting in secondary school students	2017 - 2019
Mitacs Accelerate Grant & EnerNOC Inc., Role: PI (Total: CAD \$60,000) Title: Using goals, tips, and feedback to reduce energy consumption in business environments	2016 - 2017

Mitacs Accelerate Grant & BC Hydro & Fortis BC, Role: PI (Total: CAD \$30,000)	2016 - 2017
Title: Social and informational strategies for reducing electricity and natural gas consumption in multi-unit residential buildings	
Mitacs Accelerate Grant & Balance Wellbeing Inc., Role: PI (Total: CAD \$30,000)	2016 - 2017
Title: Multi-dimensional wellbeing: Examining how financial, social, health, and environmental factors interactively determine subjective wellbeing	
U.S. Forest Service, Role: PI (co-PI: Sonya Sachdeva, Total: CAD \$42,096)	2016 - 2018
Title: Resource scarcity and ecological concern: Different motivations to sustainable behavior	
SSHRC Insight Development Grant, Role: co-I (PI: Rebecca Todd, Total: CAD \$59,160)	2016 - 2018
Title: Sociocultural and situational factors in cognitive responses to climate change	
NSERC Engage Grant, Role: PI (Total: CAD \$21,500)	2016 - 2017
Title: Nudging responsible car-sharing behaviors among Modo users	
SSHRC Connection Grant, Role: collaborator (PI: Stephen Sheppard, Total: CAD \$37,700)	2016 - 2017
Title: The Future Delta 2.0 experience: Mobilizing knowledge on climate change education through video games	
CRC Research Fund, Role: PI (Total: CAD \$135,000)	2015 - 2024
CFI Infrastructure Operating Fund, Role: PI (Total: CAD \$30,616)	2015 - 2017
National Science Foundation, Role: co-I (PI: Eldar Shafir, Total: USD \$813,966)	2014 - 2022
Title: Some implications of scarcity thinking	
Sloan Foundation, Role: co-I (PI: Eldar Shafir, Total: USD \$577,544)	2014 - 2022
Title: The psychology of scarcity: A research proposal	
NSERC Discovery Grant, Role: PI (Total: CAD \$186,000)	2014 - 2019
Title: Attentional control driven by statistical learning	
Russell Sage Foundation Grant, Role: co-I (PI: Eldar Shafir, Total: USD \$129,062)	2014 - 2016
Title: The psychology of scarcity	
CFI Leaders Opportunity Fund, Role: PI (Total: CAD \$228,631)	2014 - 2016
Title: Building the behavioral sustainability lab	
Hampton Research Grant, Role: PI (Total: CAD \$23,000)	2014 - 2016
Title: Environment and happiness: Building a well-being map of UBC	
UBC Sustainability Spotlight Grant, Role: PI (Total: CAD \$5,000)	2014 - 2015

### Publications (peer-reviewed, total: 95)

- Chaplin-Kramer, R., Miller, C. R., Dee, L., Bennett, N. J., Echeverri, A., Gould, R. K., Gregr, E., Kinnaird, M., Leidner, A., Naidoo, R., Nicholas, K. A., & **Zhao J.** (2025). Wildlife's contributions to people. *Nature Reviews Biodiversity*, *1*, 68–81.
- Sheppard, S. B., Argentopoulos, S., Ware, J., Swearingen, A., Winfield, J., Radke, J. & **Zhao, J.** (2025). Probabilistic rewards increase the use of reusable cups. *Resources, Conservation & Recycling*, *212*, 108001.
- Park, Y. R., Ho, Y., Hallez, K., Kaur, S., Srinivasan, M., & **Zhao, J.** (2025). The psychology of poverty: Current and future directions. *Current Directions in Psychological Science*, *34*, 21-28.
- Roddick, C. M., Wang, Y., Chen, F. S., Durmus, D., Royer, M. P., Veitch, J. A., **Zhao, J.**, Seo, Y. S., Cao, W., & Whitehead, L. A. (2024). Effects of near infrared radiation in ambient lighting on cognitive performance, emotion, and heart rate variability. *Journal of Environmental Psychology*, *100*, 102484.
- Spoyalo, K., Viduka, N., Dixon, S., MacNeill, A., & **Zhao, J.** (2024). Using salience and availability to promote sustainable and healthy food choices in hospital cafeterias. *Scientific Reports*, *14*, 26265.
- Doell, K., Todorova, B., Vlasceanu, M., ... **Zhao, J.**, Zuk, D., & Van Bavel, J. J. (2024). The international climate psychology collaboration: Climate change-related data collected from 63 countries. *Scientific Data*, *11*, 1066.
- Lalande, A., Alexis, S., Mak, S., **Zhao, J.**, & MacNeill, A. (2024). Improving staff wellness via an after-hours healthy sustainable meals program: A general surgery residency pilot. *Healthcare Management Forum*, *37*, 390-394.
- Lalande, A., Patterson, K., Gadhari, N., MacNeill, A., & **Zhao, J.** (2024). Evaluating patient experience with food in a hospital-wide survey. *Canadian Journal of Dietetic Practice and Research*, *85*, 122-131.
- Zhao, J.**, Radke, J., Chen, F., Sachdeva, F., Gershman, S., & Luo, Y. (2024). How do we reinforce climate action? *Sustainability Science*, *19*, 1503-1517.
- Naito, R., Chan, K.M.A., Lama, R. L., & **Zhao, J.** (2024). An audience segmentation approach to

- conservation messaging for transforming the exotic pet trade. *Conservation Biology*, e14267.
- Vlasceanu, M., Doell, K. C., ... **Zhao, J.**, Zuk, D., & Van Bavel, J. J. (2024). Addressing climate change with behavioral science: A global intervention tournament in 63 countries. *Science Advances*, *10*, eadj5778.
- Naito, R., Chan, K.M.A., & **Zhao, J.** (2024). Combating the unsustainable exotic pet trade: Effects of conservation messaging on attitudes, demands, and civic intentions. *Conservation Science and Practice*, *6*, e13078.
- Luo, Y., Li, A., Soman, D., & **Zhao, J.** (2023). A meta-analytic cognitive framework of nudge and sludge. *Royal Society Open Science*, *10*, 230053.
- Luo, Y., Hanson-Wright, B., Dowlatabadi, H., & **Zhao, J.** (2023). How does personalized feedback on carbon emissions impact intended climate action? *Environment, Development and Sustainability*, <https://doi.org/10.1007/s10668-023-04031-0>.
- Bochon, L., Dean, J., Rosteck, T., & **Zhao, J.** (2023). Nudging policymakers on gendered impacts of policy. *PLoS ONE* *18*: e0293036.
- Yu, R. & **Zhao, J.** (2023). Serial and joint processing of conjunctive predictions. *Visual Cognition*, *31*, 277-290.
- Naito, R., **Zhao, J.**, Naidoo, R., & Chan, K.M.A. (2023). Private and civic actions as distinct types of individual engagement for transforming the exotic pet trade. *People and Nature*, *5*, 1526-1538.
- Cheng, J., Lavigne, K., Khangura, J., Chinchani, A., Rasheed, M., Woodward, B., Zahid, H., **Zhao, J.**, Balzan, R., Ryder, A., Menon, M., & Woodward, T. (2023). Dimensions of beliefs without strong supporting evidence and reasons for holding them. *Heliyon*, *9*, e19833.
- Dwyer, R., Palepu, A., Williams, C., Daly-Grafstein, D., & **Zhao, J.** (2023). Unconditional cash transfers reduce homelessness. *Proceedings of the National Academy of Sciences*, *120*, e2222103120.
- Zhao, J.** & Chen, F. (2023). I-frame interventions enhance s-frame interventions (commentary). *Behavioral and Brain Sciences*, *46*, e180.
- Dwyer, R., Stewart K., & **Zhao, J.** (2023). A comparison of cash transfer programs in the Global North and South. In *Cash Transfers for Inclusive Societies: A Behavioral Lens*. University of Toronto Press.
- Zhao, J.**, Datta, S., & Soman, D. (2023). *Cash Transfers for Inclusive Societies: A Behavioral Lens*. University of Toronto Press.
- Larsen, V. J.\* , Carriaga, R.\* , Wething, H., **Zhao, J.\*** & Hall, C. C. \* (2023). Behavioral consequences of income and expense shocks. *Journal of Behavioral and Experimental Economics*, *106*, 102067. (joint first or senior authors)
- Shah, A., K., **Zhao, J.**, Mullainathan, S., & Shafir, E. (2023). A scarcity literature mischaracterized with an empirical audit. *Proceedings of the National Academy of Sciences*, *120*, e2206054120.
- Wu, J., Kremen, C., & **Zhao, J.** (2023). How does framing influence preference for multiple solutions to societal problems? *PLoS ONE*, *18*(5): e0285793.
- Luo, Y. & **Zhao, J.** (2023). Using behavioral interventions to reduce single-use produce bags. *Resources, Conservation & Recycling*, *193*, 106942.
- Drouin, O., Perez, T., Barnett, T.A., Ducharme, F., Fleegler, E.W., Garg, A., Lavoie, K.L., Li, P., Métras, M., Sultan, S., Tse, S.M., & **Zhao, J.** (2023). Impact of unmet social needs, scarcity and future discounting on adherence to treatment in children with asthma: Protocol for a prospective cohort study. *JMIR Research Protocols*, *12*: e37318.
- Hardisty, D., White, K., Habib, R., & **Zhao, J.** (2022). Sustainable nudges for the wild: Recommendations from SHIFT. *Behavioral Science in the Wild* (pp.153-169). University of Toronto Press.
- Sörqvist, P., Volna, I., **Zhao, J.**, & Marsh, J. (2022). Irregular stimulus distribution increases the negative footprint illusion. *Scandinavian Journal of Psychology*, *63*, 530-535.
- Adachi, K., Dowlatabadi, H., & **Zhao, J.** (2022). On the acceptance of intergenerational climate legacies: A comparison of Canada and Japan. *PLOS Climate*, *1*(7), e0000048.
- Luo, Y., Douglas, J., Pahl, S., & **Zhao, J.** (2022). Reducing plastic waste by visualizing marine consequences. *Environment & Behavior*, *54*, 809-832.
- Naito, R., **Zhao, J.**, & Chan, K. (2022). An integrative framework for transformative social change: A case in global wildlife trade. *Sustainability Science*, *17*, 171–189.
- Wu, J., Hauert, C., Kremen, C., & **Zhao, J.** (2022). A framework on polarization, cognitive inflexibility, and rigid cognitive specialization. *Frontiers in Psychology*, *13*:776891.
- Moon A., **Zhao J.**, Peters, M. A. K., & Wu, R. (2022). Interaction of prior category knowledge and novel statistical patterns during visual search for real-world objects. *Cognitive Research: Principles and Implications*, *7*:21.
- McCunn, L., Gifford, R., & **Zhao, J.** (2022). Relating the Canadian Psychological Association's position

- on the importance of psychological science in addressing climate change to cities and health. *Cities and Health*, 6, 1039-1042.
- Sachdeva, S., Wu, J., & **Zhao, J.** (2021). The impact of scarcity on pro-environmental behavior in the COVID-19 pandemic. *Frontiers in Sustainable Cities*, 3:767501.
- Zhao, J.** & Luo, Y. (2021). A framework to address cognitive biases of climate change. *Neuron*, 109, 3548-3551.
- Habib, R., White, K., Hardisty, D., & **Zhao, J.** (2021). Shifting consumer behavior to address climate change. *Current Opinion in Psychology*, 42, 108-113.
- Luo, Y. & **Zhao, J.** (2021). Attentional and perceptual biases of climate change. *Current Opinion in Behavioral Sciences*, 42, 22-26.
- Callahan, M. M., Satterfield, T., & **Zhao, J.** (2021). Into the animal mind: Perceptions of emotive and cognitive traits in animals. *Anthrozoös*, 34, 597-614.
- Sachdeva, S. & **Zhao, J.** (2021). Distinct impacts of financial scarcity and natural resource scarcity on sustainable choices and motivations. *Journal of Consumer Behaviour*, 20, 203-217.
- Wu, R., **Zhao, J.**, Cheung, C., Natsuaki, M. N., Rebok, G., & Strickland-Hughes, C. M. (2021). Learning as an important privilege: A lifespan perspective with implications for successful aging. *Human Development*, 65, 51-64.
- Zhao, J.**, Azad, M. B., Burton, C., Crooks, V. A., Dawson, J., Ford, A. T., Kaida, A., Krishnaswamy, A., Kuok, C., Mah, C. L., McTaggart, M., Moehring, A., Robert, D., Schulte-Hostedde, A., Sparling, H., De Vera, M. A., & Patel, T. R. (2021). Canadian Science meets parliament: Building relationships between scientists and policymakers. *Science and Public Policy*, 48, 447-450.
- Echeverri, A., Karp, D. S., Frishkoff, L. O., Krishnan, J., Naidoo, R., **Zhao, J.**, Zook, J., & Chan, K. M. A. (2020). Avian cultural services peak in tropical wet forests. *Conservation Letters*, e12763.
- Wynes, S., **Zhao, J.**, & Donner, S. (2020). How well do people understand the climate impact of individual actions? *Climatic Change*, 162, 1521-1534.
- Yu, R. & **Zhao, J.** (2020). The presence of multiple predictors generates conjunctive predictions. *Psychonomic Bulletin & Review*, 27, 1279-1290.
- Mani, A., Mullainathan, S., Shafir, E., & **Zhao, J.** (2020). Scarcity and cognitive function around payday: A conceptual and empirical analysis. *Journal of the Association for Consumer Research*, 5, 365-376.
- Echeverri, A., Karp, D. S., Naidoo, R., Tobias, J. A., **Zhao, J.**, & Chan, K. M. A. (2020). Can avian functional traits predict cultural ecosystem services? *People and Nature*, 2, 138-151.
- Yu, R. Q., Cooke, M., Seib, D. R., **Zhao, J.**, & Snyder, J. (2019). Adult neurogenesis promotes efficient, nonspecific search strategies in a spatial alternation water maze task. *Behavioural Brain Research*, 376: 112151.
- Callahan, M. M., Echeverri, A., Ng, D., **Zhao, J.**, & Satterfield, T. (2019). Using the Phylo Card Game to advance biodiversity conservation in an era of Pokémon. *Palgrave Communications*, 5:79.
- Echeverri, A., Naidoo, R., Karp, D. S., Chan, K. M. A., & **Zhao, J.** (2019). Iconic manakins and despicable grackles: Comparing cultural ecosystem services and disservices across stakeholders in Costa Rica. *Ecological Indicators*, 106: 105454.
- Luo, Y. & **Zhao, J.** (2019). Motivated attention in climate change perception and action. *Frontiers in Psychology*, 10:1541.
- Yu, R., Luo, Y., Osherson, D., & **Zhao, J.** (2019). Perception of multi-dimensional regularities is driven by salience. *Attention, Perception, & Psychophysics*, 81, 1564-1578.
- Lempert, R., **Zhao, J.**, & Dowlatabadi, H. (2019). Convenience, savings, or lifestyle? Distinct motivations and travel patterns of one-way and two-way carsharing members in Vancouver, Canada. *Transportation Research Part D: Transport and Environment*, 71, 141-152.
- Luo, Y., Zelenika, I., & **Zhao, J.** (2019). Providing immediate feedback improves recycling and composting accuracy. *Journal of Environmental Management*, 232, 445-454.
- Zelenika, I., Moreau, T., Lane, O., & **Zhao, J.** (2018). Sustainability education in a botanical garden promotes environmental knowledge, attitudes, and willingness to act. *Environmental Education Research*, 24, 1581-1596.
- Wynes, S., Nicholas, K., **Zhao, J.**, & Donner, S. (2018). Measuring what works: Quantifying greenhouse gas emission reductions of behavioural interventions to reduce driving, meat consumption, and household energy use. *Environmental Research Letters*, 13, 113002.
- Luo, A. & **Zhao, J.** (2018). Capacity limit of ensemble perception of multiple spatially intermixed sets. *Attention, Perception, & Psychophysics*, 80, 2033-2047.
- Yu, R. & **Zhao, J.** (2018). Implicit updating of object representation via temporal associations. *Cognition*, 181, 127-134.

- Luo, Y. & **Zhao, J.** (2018). Statistical learning creates novel object associations via transitive relations. *Psychological Science*, 29, 1207-1220.
- Wu, D., Lenkic, P., DiGiacomo, A., Cech, P., **Zhao, J.**, & Kingstone, A. (2018). How does the design of waste disposal signage influence waste disposal behavior? *Journal of Environmental Psychology*, 58, 77-85.
- Echeverri, A., Karp, D. S., Naidoo, R., **Zhao, J.**, & Chan, K. M. A. (2018). Approaching human-animal relationships from multiple angles: A synthetic perspective. *Biological Conservation*, 224, 50-62.
- Zelenika, I., Moreau, T., & **Zhao, J.** (2018). Toward zero waste events: Reducing contamination in waste streams with volunteer assistance. *Waste Management*, 76, 39-45.
- Whitman, J., **Zhao, J.**, Roberts, K., & Todd, R. M. (2018). Political orientation and climate concern shape visual attention to climate change. *Climatic Change*, 147, 383-394.
- Yu, R., Osherson, D., & **Zhao, J.** (2018). Alternation blindness in the representation of binary sequences. *Journal of Experimental Psychology: Human Perception and Performance*, 44, 493-502.
- Yu, R. & **Zhao, J.** (2018). Object representations are biased toward each other through statistical learning. *Visual Cognition*, 26, 253-267.
- Zhao, J.** & Tamm, B. (2018). Psychological responses to scarcity. *Oxford Research Encyclopedia of Psychology*. In Ed. Oliver Braddick. New York: Oxford University Press.
- Yu, R., Gunn, J., Osherson, D., & **Zhao, J.** (2018). The consistency of the subjective concept of randomness. *Quarterly Journal of Experimental Psychology*, 7, 906-916.
- Shah, A. K., **Zhao, J.**, Mullainathan, S., & Shafir, E. (2018). Money in the mental lives of the poor. *Social Cognition*, 36, 4-19.
- DiGiacomo, A., Wu, D., Lenkic, P., Fraser, B., **Zhao, J.**, & Kingstone, A. (2018). Convenience improves composting and recycling rates in high-density residential buildings. *Journal of Environmental Planning and Management*, 61, 309-331.
- Namaz, M., **Zhao, J.**, & Dowlatabadi, H. (2018). Nudging for responsible carsharing: Using behavioral economics to change transportation behavior. *Transportation*, 45, 105-119.
- Whitman, J., **Zhao, J.**, & Todd, R. M. (2017). Alternation between different types of evidence attenuates judgments of severity. *PLoS ONE*, 12(7): e0180585.
- Wu, R. & **Zhao, J.** (2017). The “item” as a window into how prior knowledge guides visual search (commentary). *Behavioral and Brain Sciences*, 40, e162, p.49.
- Zhao, J.** (2017). Influencing policymakers. *Nature Climate Change*, 7, 173-174.
- Zhao, J.** & Tamm, B. (2017). Attentional trade-offs under resource scarcity. *Augmented Cognition: Enhancing Cognition and Behavior in Complex Human Environments, Lecture Notes in Artificial Intelligence*, 10285, 78-97.
- Echeverri, A., Chan, K. M. A., & **Zhao, J.** (2017). How messaging shapes attitudes toward sea otters as a species at risk. *Human Dimensions of Wildlife*, 22, 142-156.
- Echeverri, A., Callahan, M. M., Chan, K. M. A., Satterfield, T., & **Zhao, J.** (2017). Explicit not implicit preferences predict conservation intentions for endangered species and biomes. *PLoS ONE*, 12(1): e0170973.
- Zhao, J.** & Luo, Y. (2017). Statistical regularities guide the spatial scale of attention. *Attention, Perception, & Psychophysics*, 79, 24-30.
- Wu, R. & **Zhao, J.** (2017). Prior knowledge of object associations shapes attentional templates and information acquisition. *Frontiers in Psychology*, 8:843.
- Zhao, J.** & Yu, R. (2016). Statistical regularities reduce perceived numerosity. *Cognition*, 146, 217-222.
- Mole, C. & **Zhao, J.** (2016). Vision and abstraction: An empirical refutation of Nico Orlandi’s non-cognitivism. *Philosophical Psychology*, 29, 365-373.
- Yu, R. & **Zhao, J.** (2015). The persistence of attentional bias to regularities in a changing environment. *Attention, Perception, & Psychophysics*, 77, 2217-2228.
- Zhao, J.**, Hahn, U., & Osherson, D. (2014). Perception and identification of random events. *Journal of Experimental Psychology: Human Perception and Performance*, 40, 1358-1371.
- Zhao, J.**, Karbowicz, D., & Osherson, D. (2014). Implicit learning of stimulus regularities increases cognitive control. *PLoS ONE*, 9(4), e93874.
- Hall, C. C.\*, **Zhao, J.\***, & Shafir, E.\* (2014). Self-affirmation among the poor: Cognitive and behavioral implications. *Psychological Science*, 25, 619-625. (\*equal author contribution)
- Zhao, J.** & Osherson, D. (2014). Category-based updating. *Thinking & Reasoning*, 20, 1-15.
- Mani, A., Mullainathan, S., Shafir, E., & **Zhao, J.** (2013). Response to Comment on “Poverty impedes cognitive function”. *Science*, 342, 1169.
- Mani, A.\*, Mullainathan, S.\*, Shafir, E.\*, & **Zhao, J.\*** (2013). Poverty impedes cognitive function. *Science*,

- 341, 976-980. (\*equal author contribution)
- Zhao, J.,** Al-Aidroos, N., & Turk-Browne, N. B. (2013). Attention is spontaneously biased toward regularities. *Psychological Science, 24*, 667-677.
- Zhao, J.,** Crupi, V., Tentori, K., Fitelson, B., & Osherson, D. (2012). Updating: Learning versus supposing. *Cognition, 124*, 373-378.
- Zhao, J.,** Ngo, N., McKendrick, R. & Turk-Browne, N. B. (2011). Mutual interference between statistical summary perception and statistical learning. *Psychological Science, 22*, 1212-1219.
- Zhao, J.,** & Turk-Browne, N. B. (2011). Incidental encoding of numerosity in visual long-term memory. *Visual Cognition, 19*, 928-955.
- Zhao, J.** & Osherson, D. (2010). Updating beliefs in light of uncertain evidence: Descriptive assessment of Jeffrey's rule. *Thinking & Reasoning, 16*, 288-307.
- Zhao, J.,** Shah, A. K., & Osherson, D. (2009). On the provenance of judgments of conditional probability. *Cognition, 113*, 26-36.
- Zhao, J.** & Costello, F. J. (2008). Computational modelling of switching behaviour in repeated gambles. *Artificial Intelligence Review, 27*, 209-222.

**Manuscripts under Review** (available upon request, total: 8)

- Lalande, A., Alexis, A., Brasher, P., Gadhari, N., **Zhao, J.,** & MacNeill, A. Determining patient satisfaction, nutrition, and environmental impacts of inpatient food at a tertiary care hospital in Canada: A prospective cohort study.
- Stenlund, S., Theberge, D., Aastrup, M., Cominelli, S., Heather, M., Nadeau, S., **Zhao, J.,** & Sponarski, C. C. The well-being of *Homo sapiens* in forests: A scoping review of frameworks and indicators.
- Pustova, M., Donner, S., & **Zhao, J.** How do news about a heatwave affect public prioritization of climate change adaptation and mitigation behaviors?
- Geladi, I., **Zhao, J.,** Fessl, B., Garcia, S., & Kremen, C. The birds and the trees: Avian ecosystem (dis)service perspectives and farmers' willingness to plant native trees in the agricultural landscape in the Galapagos Islands.
- McNamara, H., Perez, T., Islam, M., Barnett, T.A., Ducharme, F., Fleegler, E.W., Garg, A., Lavoie, K.L., Li, P., Métras, M., Sultan, S., Tse, S.M., **Zhao, J.,** & Drouin, O. Feasibility of measuring future discounting and executive functioning in a pediatric clinical setting and their association with unmet social needs.
- Radke, J., Argentopoulos, S., Dunn, E., & **Zhao, J.** Probabilistic refunds increase beverage container recycling behavior.
- Radke, J., Dunn, E., & **Zhao, J.** Mentioning happiness increases willingness to take climate action.
- Radke, J., Guan, S., Dunn, E., & **Zhao, J.** Eat more plants vs. eat less meat: Do-more-good frames increase climate action likelihood and anticipated happiness compared to do-less-bad frames.

**White Papers & Op-eds** (editor-reviewed, total: 18)

- Ong, K., Daly-Grafstein, D., & **Zhao, J.** (2024). Behaviourally informed cash transfers to address homelessness. Rotman Magazine BEAR+BI Org Special Issue (p.74-79). [https://issuu.com/rotmanmag/docs/bear\\_specialissue2024](https://issuu.com/rotmanmag/docs/bear_specialissue2024)
- Zhao, J.** (2023). Climate news is often depressing. But as a behavioural scientist, I know I can't wallow. CBC First Person. <https://www.cbc.ca/radio/first-person-climate-news-often-depressing-behavioural-scientist-1.6974647>
- Zhao, J.,** Datta, S., & Soman, D. (2023). Q&A with UTP authors. <https://utorontopress.com/blog/2023/09/18/qa-with-utp-authors-jiaying-zhao-saugato-datta-and-dilip-soman/>
- Zhao, J.,** Palepu, A., & Daly-Grafstein, D. (2023). We gave \$7,500 to people experiencing homelessness — here's what happened next. <https://theconversation.com/we-gave-7-500-to-people-experiencing-homelessness-heres-what-happened-next-212960>
- Zhao, J.,** Palepu, A., & Daly-Grafstein, D. (2023). Nous avons offert 7 500 dollars à des personnes sans domicile fixe. Voici ce qu'elles ont fait avec cet argent. <https://theconversation.com/nous-avons-offert-7-500-dollars-a-des-personnes-sans-domicile-fixe-voici-ce-que-elles-ont-fait-avec-cet-argent-213937>
- Hay, H., Dyce, A., & **Zhao, J.** (2023). Giving money to unhoused people is good, actually. <https://www.straight.com/city-culture/giving-unhoused-people-money-is-good-actually>
- Zhao, J.,** Woo, Y. P. & Whitehead, L. (2023). Artificial intelligence + Basic income = Canadian

- innovation. *Policy Options*. <https://policyoptions.irpp.org/magazines/june-2023/artificial-intelligence-basic-income/>
- Blau, W., Bond, H., Crete, E., Khung, D., Kuester, A., O'Riordan, T., Torres, G., & **Zhao, J.** (2022). Lessons from COVID-19 for climate change. A white paper at *Springer Nature*. <https://www.springernature.com/gp/researchers/sdg-programme/science-for-a-sustainable-future>
- Zhao, J.** & Whitehead, L. (2022). A guaranteed basic income could end poverty, so why isn't it happening? *The Conversation*. <https://theconversation.com/a-guaranteed-basic-income-could-end-poverty-so-why-isnt-it-happening-182638>
- Zhao, J.**, Woo, Y. P. & Whitehead, L. (2021). A research agenda to get more people out of poverty. *Issues in Science and Technology*. <https://issues.org/research-agenda-more-people-out-poverty-zhao-woo-whitehead>
- Zhao, J.**, Naito, R., Luo, Y., & Deans, N. (2021). Getting everyone to act on climate change. *SDG Action*. <https://sdg-action.org/getting-everyone-to-act-on-climate-change>
- Deans, N., Naito, R., Luo, Y., & **Zhao, J.** (2021). The science behind collective climate action. *Impakter*. <https://impakter.com/the-science-behind-getting-everyone-involved-in-climate-action>
- McCunn, L., Gifford, R., Veitch, J. A., Arbuthnott, K., **Zhao, J.**, Arnold-Schutta, P., Young, C., Jardine, N. (2021). Addressing climate change in Canada: The importance of psychological science. A *Position Paper of the Canadian Psychological Association*. [https://cpa.ca/docs/File/Position/ClimateChange\\_TASKFORCE\\_POSITIONPAPER\\_FINAL\\_%20FEB%204%202021.pdf](https://cpa.ca/docs/File/Position/ClimateChange_TASKFORCE_POSITIONPAPER_FINAL_%20FEB%204%202021.pdf)
- Dunn, E. & **Zhao, J.** (2019). How to cut carbon – and get happier. *Boston Globe*. <https://www.bostonglobe.com/2019/12/26/opinion/how-cut-carbon-get-happier/>
- Luo, Y. & **Zhao, J.** (2019). Climate explained: Why are climate change skeptics often right-wing conservatives? *The Conversation*. <https://theconversation.com/climate-explained-why-are-climate-change-skeptics-often-right-wing-conservatives-123549>
- Zhao, J.** (2019). How to engage different audiences with the same graph. *Medium*. <https://medium.com/multiple-views-visualization-research-explained/how-to-engage-different-audiences-with-the-same-graph-b904eb25e1c9>
- Zhao, J.**, Whitman, J., & Todd, R. M. (2018). Why some conservatives are blind to climate change? *The Conversation*. <https://theconversation.com/why-some-conservatives-are-blind-to-climate-change-91549>
- Harris, L., **Zhao, J.**, & Visser, M. (2018). Nudging the city and residents of Cape Town to save water. *The Conversation*. <https://theconversation.com/nudging-the-city-and-residents-of-cape-town-to-save-water-92192>

#### **Conference Proceedings (peer-reviewed, total: 14)**

- Yu, R. & **Zhao, J.** (2021). Association knowledge guides conjunctive predictions in novel situations. *Proceedings of the 43<sup>rd</sup> Annual Conference of the Cognitive Science Society* (pp.1684-1690).
- Yu, R. & **Zhao, J.** (2019). Statistical learning generates implicit conjunctive predictions. *Proceedings of the 41<sup>st</sup> Annual Conference of the Cognitive Science Society* (pp. 1247-1253).
- Luo, Y. & **Zhao, J.** (2019). Statistical learning creates implicit subadditive predictions. *Proceedings of the 41<sup>st</sup> Annual Conference of the Cognitive Science Society* (pp. 2221-2227).
- Luo, Y. & **Zhao, J.** (2017). Learning induced illusions: Statistical learning creates false memories. *Proceedings of the 39<sup>th</sup> Annual Conference of the Cognitive Science Society* (pp. 774-779).
- Yu, R., Osherson, D., & **Zhao, J.** (2017). Alternation blindness in the perception of binary sequences. *Proceedings of the 39<sup>th</sup> Annual Conference of the Cognitive Science Society* (pp. 3609-3614).
- Tomm, B. & **Zhao, J.** (2017). Scarcity impairs online detection and prospective memory. *Proceedings of the 39<sup>th</sup> Annual Conference of the Cognitive Science Society* (pp. 3350-3355).
- Luo, Y. & **Zhao, J.** (2016). Statistical learning creates novel object associations via transitive relations. *Proceedings of the 38<sup>th</sup> Annual Conference of the Cognitive Science Society* (pp. 984-989).
- Tomm, B. & **Zhao, J.** (2016). Scarcity captures attention and induces neglect: Eyetracking and behavioral evidence. *Proceedings of the 38<sup>th</sup> Annual Conference of the Cognitive Science Society* (pp. 1199-1204).
- Moreau, T., Lane, O., **Zhao, J.**, Geselbracht, D., & Lewis, P. (2015). Sustainable Communities Field School: Innovative environmental education for businesses. *Proceedings of the BGCI 9<sup>th</sup> International Congress on Education in Botanic Gardens* (pp. 147-149).
- Zhao, J.**, Crupi, V., Tentori, K., Fitelson, B., & Osherson, D. (2012). Updating: Learning versus supposing. *Proceedings of the 34<sup>th</sup> Annual Conference of the Cognitive Science Society* (pp. 1233-



1237).

- Zhao, J. & Osherson, D. (2011). Detecting deviations from randomness. *Proceedings of the 33<sup>rd</sup> Annual Conference of the Cognitive Science Society* (pp. 1019-1024).
- Zhao, J. & Osherson, D. (2010). Descriptive assessment of Jeffrey's rule. *Proceedings of the 32<sup>nd</sup> Annual Conference of the Cognitive Science Society* (pp. 2530-2535).
- Zhao, J. & Turk-Browne, N. B. (2010). The perception of number from long-term memory. *Proceedings of the 32<sup>nd</sup> Annual Conference of the Cognitive Science Society* (pp. 1240-1245).
- Zhao, J., Shah, A. K., & Osherson, D. (2009). On the provenance of judgments of conditional probability. *Proceedings of the 31<sup>st</sup> Annual Conference of the Cognitive Science Society* (pp. 298-302).

### Conference Presentations (in the last two years)

- Zhao, J., Radke, J., & Dunn, E. (May, 2025). Probabilistic refunds increase beverage container recycling behavior. Talk presented at the 2025 Behavioral Science & Policy Association Conference. Virtual.
- Botella, M., Perez, T., Islam, M., Ducharme, F.M., Flegler, E., Barnett, T.A., Li, P., Tse, S.M., Garg, A., Zhao, J., Métras, M.É. & Drouin, O. (April, 2025). Association between Responsibility for Asthma Management, Asthma Control, Treatment Intensity, and Parental Stress in a Pediatric Asthma Clinic. Pediatric Academic Societies 2025 Meeting. Honolulu, HI.
- Radke, J., Guan, S., Dunn, E., & Zhao, J. (February, 2025). Do-more-good frames outperform do-less-bad frames for climate action and happiness. Poster presented at the Sustainability Preconference, SPSP. Denver, CO.
- Zhao, J., Radke, J., & Dunn, E. (November, 2024). Making rewards uncertain increases recycling behavior. Talk presented at the Annual Meeting of the Society for Judgment and Decision Making. New York, NY.
- Radke, J., Guan, S., Dunn, E., & Zhao, J. (November, 2024). Do-more-good frames outperform do-less-bad frames for climate action and happiness. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making. New York, NY.
- Zhao, J. (August 2024). How to integrate happiness science and climate science to promote climate action? Talk presented at the Annual Conference of the American Psychological Association. Seattle, WA.
- Hardisty, D., Appelt, K., Mookerjee S., Wang, Y., Zhao, J., & Korteland, A. (2024, July). Twice as nice? A longitudinal field study of separate vs. combined nudges for laundry behaviors. Talk presented at ACR Asia-Pacific Conference. Bali, Indonesia.
- Shi, C., Luo, Y., Soman, D., & Zhao, J. (June 2024). How Does Choice Architecture Influence Attention? Talk presented at Behavioral Decision Research in Management Conference. Chicago, IL.
- Naito, R., Chan, K.M.A., Lama, R. L., & Zhao, J. (June 2024). An audience segmentation approach to conservation messaging for transforming the exotic pet trade. Talk presented at North American Congress for Conservation Biology. Vancouver, BC.
- Geladi, I., Fessl, B., Zhao, J. & Kremen, C. (June 2024). Bird services and disservices to farmers in working agricultural lands of Galapagos Islands. Talk presented at North American Congress for Conservation Biology. Vancouver, BC.
- Botella, M., Drouin, O., Smyrnova, A., Perez, T., Islam, M., Barnett, T. A., Ducharme, F. M., Flegler, E., Garg, A., Lavoie, K., Li, P., Métras, M., Sultan, S., Tse, S. M., & Zhao, J. (2024, May). Association between unmet social needs and parental stress in a pediatric asthma clinic. Pediatric Academic Societies Meeting. Toronto, ON.
- Shi, C., Luo, Y., Soman, D., & Zhao, J. (2023, November). How does choice architecture influence attention and decision making? Poster presented at BIG Difference BC. Virtual.
- Hardisty, D., Appelt, K., Mookerjee S., Wang, Y., Zhao, J., & Korteland, A. (2023, November). Twice as nice? A longitudinal field study of separate vs. combined nudges for laundry behaviors. Poster presented at Annual Meeting of the Society for Judgment and Decision Making. San Francisco.
- Hardisty, D., Appelt, K., Mookerjee S., Wang, Y., Zhao, J., & Korteland, A. (2023, November). Twice as nice? A longitudinal field study of separate vs. combined nudges for laundry behaviors. Talk presented at Behavior, Energy, and Climate Change Conference. Sacramento.
- Hardisty, D., Appelt, K., Mookerjee S., Wang, Y., Zhao, J., & Korteland, A. (2023, October). Twice as nice? A longitudinal field study of separate vs. combined nudges for laundry behaviors. Talk presented at Association for Consumer Research Conference. Seattle.
- Dunn, E. & Zhao, J. (2023, October). Can we harness happiness research to fight climate change? Annual Conference of Society of Experimental Social Psychology. Madison, Wisconsin.

- Radke, J. & Zhao, J. (2023, October). Encouraging beverage recycling with probabilistic rewards. DIBS Research Lab. Virtual.
- Hopkins, V., Zhao, J., Fisher, P., Martinez, V., Sahin, Y., & Schimpf, C. (2023, May). How does financial scarcity impact take-up of employment services? Evidence from a survey experiment. Poster presented at Southern Ontario Behavioural Decision Research (SOBDR) Conference. Toronto.

**Invited Talks (total: 135)**

<i>Keynote Speaker</i>	American Psychological Association Annual Convention	2025/08
<i>Colloquium Speaker</i>	Department of Psychology, University of Waterloo	2025/04
<i>Speaker</i>	Experimental Analysis of Behaviour Conference	2025/02
<i>Speaker</i>	Big Life Changes Webinar, OneEarth Living	2025/01
<i>Keynote Speaker</i>	Mobius Awards, Divert NS	2024/11
<i>Keynote Speaker</i>	BIG Difference BC Conference	2024/11
<i>Speaker</i>	Inclusive Community Safety & Wellbeing Conference	2024/10
<i>Speaker</i>	APA Essential Science Conversation	2024/10
<i>Speaker</i>	Center for Watershed Protection	2024/09
<i>Speaker</i>	Victoria Forum	2024/08
<i>Keynote Speaker</i>	Canadian Psychological Association	2024/06
<i>Plenary Speaker</i>	Basic Income Guarantee Forum 2024	2024/05
<i>Speaker</i>	BI-Org Final Conference	2024/05
<i>Speaker</i>	UBC Climate Venture	2024/04
<i>Speaker</i>	Advancements for Basic Income in Canada	2024/01
<i>Speaker</i>	UBC Dialogues	2023/12
<i>Keynote Speaker</i>	International Symposium on Destination Stewardship	2023/11
<i>Keynote Speaker</i>	Metro Vancouver Zero Waste Conference	2023/11
<i>Speaker</i>	Independent Senators Group Commons, Senate of Canada	2023/11
<i>Speaker</i>	Anti-poverty Caucus, Senate of Canada	2023/10
<i>Speaker</i>	Giganawenimaanaanig, National Day of Action for MMIWG2S+	2023/10
<i>Speaker</i>	Department of Psychiatry, UBC	2023/10
<i>Speaker</i>	Science World	2023/09
<i>Speaker</i>	St. Andrew's Wesley United Church	2023/09
<i>Speaker</i>	Center for Watershed Protection	2023/07
<i>Speaker</i>	Quality Forum, BC Patient Safety & Quality Council	2023/06
<i>Speaker</i>	Coast Waste Management Association	2023/06
<i>Speaker</i>	National Center for Ecological Analysis and Synthesis	2023/05
<i>Speaker</i>	Magee Secondary School	2023/04
<i>Speaker</i>	Basic Income Manitoba	2023/03
<i>Speaker</i>	Destination Canada	2023/03
<i>Speaker</i>	TED @ Destination Canada	2023/02
<i>Colloquium Speaker</i>	Department of Psychology, University of Kassel	2022/11
<i>Speaker</i>	Center for Watershed Protection	2022/11
<i>Speaker</i>	Behavioral Approaches to Financial Decision-Making, Chicago Booth School of Business	2022/10
<i>Speaker</i>	Workshop on Guaranteed Income and the Social Safety Net, Federal Reserve Bank of Atlanta	2022/10
<i>Speaker</i>	Local Conference of Youth Canada	2022/10
<i>Speaker</i>	Science World	2022/06
<i>Seminar Speaker</i>	Chicago Booth School of Business	2022/06
<i>Speaker</i>	GenAction, Discovery Centre	2022/06
<i>Keynote Speaker</i>	Canadian Association of Science Centres Conference	2022/05
<i>Speaker</i>	Behavioral Science & Policy Association	2022/05
<i>Speaker</i>	Net-zero & Beyond: Pathways to Decarbonization Conference	2022/03
<i>Colloquium Speaker</i>	Department of Psychology, University of Toronto	2022/03
<i>Speaker</i>	Employee Financial Well-Being Conference, Conference Board	2021/12
<i>Speaker</i>	Plastic Pollution Conference	2021/12
<i>Speaker</i>	Department of Economics, Shandong University	2021/12
<i>Speaker</i>	Canadian Science Policy Conference	2021/11
<i>Speaker</i>	City of Minneapolis	2021/11

Speaker	Energy Wise Network Summit	2021/11
Speaker	HIBAR webinar	2021/11
Speaker	Zero Emissions Solutions Conference at COP26	2021/11
Keynote Speaker	VISxVISION workshop at IEEE VIS	2021/10
Speaker	Climate Change Research Symposium, UBC	2021/10
Speaker	Behavioral Insights Team	2021/10
Speaker	BE.Hive: Behavioral Solutions to Water Pollution	2021/09
Public Lecture Speaker	Integrative Research Institute, Humboldt University	2021/05
Speaker	DIBS seminar, UBC	2021/05
Speaker	Cash Transfer Program Symposium, University of Toronto	2021/04
Speaker	Western Psychological Association	2021/04
Speaker	Saskatchewan Waste Reduction Council Annual Conference	2021/04
Speaker	United Nations International Day of Happiness	2021/03
Speaker	Natural Capital Symposium webinar, Stanford University	2021/03
Speaker	BEAR Webinar Series, University of Toronto	2021/03
Colloquium Speaker	Department of Psychology, University of Oregon	2021/03
Speaker	Department of Psychology, University of Central Lancashire	2021/03
Speaker	Department of Economics, National University of Singapore	2021/02
Speaker	Homelessness Research Network, UK	2021/01
Speaker	TED 2020 staff retreat	2020/12
Speaker	Homelessness policy unit, Scottish Government	2020/12
Speaker	Poverty Reduction Team, Washington State Department of Social and Health Services	2020/12
Speaker	Experimentation Works, Treasury Board Secretariat of Canada	2020/11
Plenary Speaker	Hawai'i Statewide Conference on Homelessness	2020/11
Keynote Speaker	Swedish Environmental Group Meeting	2020/11
Keynote Speaker	Coast Waste Management Association	2020/10
Speaker	House of Beautiful Business	2020/10
Speaker	National Symposium on Solutions to End Youth Homelessness	2020/10
Speaker	Department of Psychology, Zhejiang University	2020/10
Speaker	VICE Climate Summit	2020/09
Discovery Session Speaker	TED Conference 2020	2020/07
Keynote Speaker	Sustainability Conference, UBC	2020/07
Speaker	Climate Change and Covid-19 Conference	2020/06
Keynote Speaker	Interdisciplinary Conference in Psychology	2020/05
Speaker	Toronto Action Design	2020/02
Seminar Speaker	Rotman School of Management, University of Toronto	2019/12
Colloquium Speaker	Haas School of Business, University of California, Berkeley	2019/11
Speaker	Human Rights and Equity Conference	2019/11
Speaker	North Vancouver District Public Library	2019/10
Keynote Speaker	International Conference of Environmental Psychology	2019/09
Speaker	Social Democrats of Ireland	2019/09
Cognitive Forum Speaker	Pacific Northwest Social Marketing Association Forum	2019/03
Keynote Speaker	Tennessee Value & Agency Conference	2019/03
Keynote Speaker	Behavioural Insights Group, BC Government	2018/12
Symposium Speaker	Financial Consumer Agency of Canada	2018/11
Seminar Speaker	McConnell Foundation	2018/06
Seminar Speaker	Facebook Reality Lab	2018/06
Seminar Speaker	Environment & Climate Change Canada	2018/06
Speaker	Psychology and Economics of Poverty Conference, University of California, Berkeley	2018/05
Speaker	Marine Debris Conference, Commission for Environmental Cooperation	2018/05
Colloquium Speaker	Department of Psychological Sciences, Case Western Reserve University	2018/02
Speaker	Financial Wellness Conference, Conference Board of Canada	2018/02
Seminar Speaker	Department of Psychology, Columbia University	2017/10
Seminar Speaker	Department of Psychology, Yale University	2017/09

<i>Seminar Speaker</i>	Psychological and Brain Sciences, Johns Hopkins University	2017/09
<i>Seminar Speaker</i>	Inaugural Workshop on the Psychological Challenges of Poverty	2017/07
<i>Colloquium Speaker</i>	Evans School of Public Policy and Governance, U of Washington	2016/10
<i>Keynote Speaker</i>	Environmental Psychology, Canadian Psychological Association	2016/06
<i>Speaker</i>	Cognitive Neuroscience in the Real World, Canadian Society for Brain, Behaviour and Cognitive Science	2016/06
<i>Seminar Speaker</i>	Quest University	2016/05
<i>Seminar Speaker</i>	Deep Springs College	2016/05
<i>Speaker</i>	Financial Capability Summit, The Prosperity Agenda	2016/05
<i>Colloquium Speaker</i>	Department of Psychology, University of Victoria	2016/04
<i>Keynote Speaker</i>	Sustainability Research Symposium, UBC	2016/03
<i>Speaker</i>	Mayor's Task Force on Mental Health and Addictions, City of Vancouver, BC	2016/01
<i>Seminar Speaker</i>	School for Population and Public Health, UBC	2015/01
<i>Colloquium Speaker</i>	Blavatnik School of Government, University of Oxford	2014/11
<i>Speaker</i>	Peter Wall Institute for Advanced Studies, UBC	2014/05
<i>Seminar Speaker</i>	Sauder Business School, UBC	2014/04
<i>Seminar Speaker</i>	Department of Psychology, Simon Fraser University	2014/01
<i>Seminar Speaker</i>	Vancouver School of Economics, UBC	2014/01
<i>Speaker</i>	President's Lunch, UBC	2013/09
<i>Seminar Speaker</i>	Brain & Cognitive Sciences, University of Rochester	2013/01
<i>Seminar Speaker</i>	Department of Psychology, UBC	2013/01
<i>Seminar Speaker</i>	Psychological and Brain Sciences, Johns Hopkins University	2012/12
<i>Seminar Speaker</i>	Department of Psychology, Drexel University	2012/12
<i>Seminar Speaker</i>	Cognitive, Linguistic, Psychological Sciences, Brown University	2012/11
<i>Seminar Speaker</i>	Geary Institute, University College Dublin	2007/09

## Mentoring

### Current graduate students & postdocs (total: 2)

Annie Lalande (PhD), Jade Radke (PhD)

### Past graduate students & postdocs (completed total: 19)

Brandon Tomm (PhD), Rumi Naito (PhD), Yu Luo (PhD), Ryan Dwyer (PhD), Ru Qi Yu (PhD), Alejandra Echeverri (PhD), Ivana Zelenika (PhD, PDF), Jennifer Whitman (PDF), Jade Radke (MA), Lyra Shi (MA), James Wu (MSc), Brynley Hanson-Wright (MSc), Alejandra Echeverri (MA), Anna Xiao Luo (MSc), Brandon Tomm (MA), Ru Qi Yu (MA), Yu Luo (MA), Katherine Cramer (MA), Andrea Byfuglien (MA)

### Undergraduate students (total: 71)

Nishtha Parag, Justin Reed, Michelle Lee, Ivy Tam, Nhi Ngo, Ryan McKendrick, Devin Karbowicz, Sumeyye Cakal, Lenore Riches, Thea Zerbe, James Jiang, Ryan Eveleigh, Desmond Fung, Yu Wang, Mary Etey, Vera Chong, Delane Espinueva, Ruzzelle Gasmen, Dylan Meng, Elizabeth Ponce, Majot Khosah, Martin Hui, Hannah Barath, Yimiao Gong, Aida Mwanzia, Leanne Zeng, Sebastian Leon, Abigail Bond, Amit Chhina, Katie Edge, Irma Melunovic, Mark Ng Shun, Patricia Sun, Songyue Wang, Phantira Soontornsittipong, Matyas Barta, Chloe Lu, Aaron Zhuo, Brandon Kan, Em Mittertreiner, Marisha Boyd, Omran Safi, Kenneth Ong, Olivia Huntsman, Lyra Lee, Miru Wang, Jessica Pan, Karl Slakov, Tiger Wu, Ryan Jao, Alexandra Lillywhite, Aaron Kwong, Isaac Schwein, Riona Carriaga, Rachel Bates, Judith Dsouza, Kirsten Wesselow, Bryan Woodward, Harman Cheema, Chastity Chloe Leong Ka See, Leanna Havreluck, Isanna Wong, Frankie Yaying Zhong, Juliet Ware, Lauren Mackenrot, Sophia Guan, Maddy Barwick, Emily Chen, Dora Zhou, Jocelyn Zhang, Elizabeth Jacob, Stella Argentopoulos

### Thesis committees (total: 37)

Ashley Whillans, Kostadin Kushlev, Michiko Namazu, Megan Callahan, Sanjana Bajracharya, Dinara Yusufzyanova, William Kendall, Elizabeth Blundon, Madison Elliott, Spencer Murch, Karine Lacroix, Caroline Mackay, Louisa Hadley, Arielle Swett, Iris Lok, Rainer Lempert, Kyoko Adachi, Seth Wynes, Ke Zhang, Gabe Smith, Kyle Gooderham, Hannah Barnard-Chumik, Rishad Habib, Ilke Geladi, Emily Edwards, Margaryta Pustova, Miranda Long, Melanie Butt, Ruolin Wu, Folk Dunigan, Matthew Billet, Ke Zhang, Stephanie Mertens, Charlotte Roddick, Matt Billet, Dunigan Folk, Yunfei Li

## Teaching

Advanced Professional Certificate in Behavioural Insights Sauder School of Business, UBC	2020 – present
PSYC 421 Environmental Psychology Department of Psychology, UBC	2019 – present
PSYC 583 Special Topics in Cognition Department of Psychology, UBC	2020 – 2022
GPP 581 Behavioural Foundations in Public Policy School of Public Policy and Global Affairs, UBC	2018 – 2021
PSYC 321 Environmental Psychology Department of Psychology, UBC	2014 – 2019
RES 602 (502-201) Interdisciplinary Case Analysis and Research Design Institute for Resources, Environment and Sustainability, UBC	2016 – 2019
GPP 581 /RMES500N Behavioural Foundations in Public Policy Institute for Resources, Environment and Sustainability, UBC	2014 – 2016
Assistant in Instructions in PSY-255 Cognitive Psychology Department of Psychology, Princeton University	2010
Assistant in Instructions in PSY-321 Decision Making and Judgment Department of Psychology, Princeton University	2009
Lecturer in BEH-321 Advanced Statistics in Behavioral Sciences Department of Psychology, American College Dublin	2007

## Professional Activities

### Editorial Boards

*Scientific Reports* (Editorial Board Member, 2021-present)  
*Cognitive Science* (Associate Editor, 2021-present)  
*Journal of Experimental Psychology: Human Perception and Performance* (Consulting Editor, 2014-2017)  
*Frontiers in Psychology* (review editor, 2015-2018)

### Ad hoc reviewer

*Attention, Perception, & Psychophysics, Cognition, Cognitive Processing, Conservation Biology, Current Biology, Current Directions in Psychological Science, Current Research in Environmental Sustainability, Developmental Science, Environmental Research Letters, Environmental Science and Policy, Energy Research & Social Science, Environment & Behavior, Experimental Psychology, Journal of Behavioral Decision Making, Journal of Economic Psychology, Journal of Environmental Psychology, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Learning, Memory and Cognition, Journal of Experimental Psychology: Human Perception and Performance, Journal of Neuroscience, Psychology, and Economics, Journal of Vision, Judgment and Decision Making, Nature Communications, Nature Climate Change, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Review, Proceedings of the National Academy of Sciences, Psychological Review, Psychological Science, Psychonomic Bulletin & Review, Quarterly Journal of Experimental Psychology, Resources, Conservation and Recycling, Science, Thinking & Reasoning, Visual Cognition, National Science Foundation, SSHRC, NSERC, Cognitive Science Conference, SJDM Conference*

## Service

### International Committees

UN Sustainable Development Solutions Network	2021 – 2022
Co-chair of Roundtable Discussion on Climate Change and COVID-19	
The Commonwealth Secretariat, UK, research advisor	2021 – 2022
Alumni Interviewer, Princeton University	2014 – 2022

Centre for Homelessness Impact, research consultant	2021 – 2022
Research consultant, Seattle Jobs Initiative	2017 – 2018
Research consultant, The White House Social & Behavioral Sciences Team	2015 – 2016
Departmental colloquium committee, Princeton University	2010 – 2013

### **National Committees**

Research Committee on Financial Literacy, Financial Consumer Agency of Canada	2022 – present
Climate Change Advisory Committee, Impact and Innovation Unit	2021 – present
Privy Council Office, Government of Canada	
Advisor to Senator Kim Pate and Senator Yuen Pau Woo	2020 – present
Expert witness for Bill S-233 (An Act to develop a national framework for a guaranteed livable basic income), Senate of Canada	2023
Reviewer for Canada's first National Climate Change Science Plan	2022
Environment and Climate Change Canada	
BEAR X BIOrg Cash Transfer Steering Committee	2020 – 2021
Financial Consumer Agency of Canada	2018 – 2021
Research Sub-Committee Member, National Steering Committee	
Killam Prize Selection Committee, Canada Council for the Arts	2021
Research consultant for Canada's Plastics Science Agenda, Environment and Climate Change Canada	2019
Science meets Parliament Delegate, Canadian Science Policy Centre	2018
Research advisor, Policy Horizons Canada	2017 – 2018

### **Provincial and Municipal Committees**

Science Advisory Committee, Science World	2022 – present
Research consultant, City of Vancouver	2019 – 2020
Advisor, Marine Debris Project of Ocean Wise	2018 – 2020
Research consultant, Behavioural Insights Group, BC	2017 – 2020
Board of Directors, New Leaf Project Society	2016 – 2020
BC Climate Preparedness and Adaptation Strategy Working Group	2020
Research consultant, Streetohome Foundation	2015 – 2019
Research consultant, City of North Vancouver	2018
Sustainability Group, City of Vancouver	2015 – 2016

### **University and Departmental Committees**

Faculty search committee, IRES	2025 – present
DEDI committee, IRES	2025 – present
Head advisory committee, IRES	2024 – present
Climate action committee, Department of Psychology	2023 – present
SEEDS Sustainability Advisory Committee	2022 – present
Co-founder, Decision Insights for Business and Society, Sauder School of Business	2018 – present
Tenure & promotion committee, IRES	2024
Colloquium committee, Department of Psychology	2019 – 2024
Neighborhood Climate Action Plan Working Group	2023 – 2024
Admission Committee, IRES	2022 – 2024
Canada Research Chair Internal Review Committee, UBC	2020 – 2023
Graduate Advisor, IRES	2020 – 2023
Chair of Admission Committee, IRES	2021 – 2022
Zero Waste 2030 UBC Working Group	2020 – 2022
Climate Action Plan 2030 UBC Working Group	2020 – 2022
Faculty Search Committee (Human Dimensions of Biodiversity), IRES	2021 – 2022
Head Search Committee, IRES	2022 – 2022
BI Certificate Steering Committee	2019 – 2021
Admission Committee, IRES	2020 – 2021
Faculty awards committee, IRES	2018 – 2020
Merit and PSA committee, IRES	2016 – 2019
Student awards committee, IRES	2019 – 2020

Faculty Search Committee (5 searches), Department of Psychology	2018 – 2019
Graduate student awards committee, IRES	2017 – 2018
Head Search Committee, IRES	2017
Faculty Search Committee (3 searches), Department of Psychology	2016 – 2017
Graduate admission committee, IRES	2013 – 2016
Sustainability in residences working group, UBC	2015 – 2016
Graduate admission committee, Department of Psychology	2013 – 2016
Faculty of Science curriculum committee, UBC	2015 – 2016
Faculty wellbeing steering committee, UBC	2015 – 2016
Merit and PSA committee, IRES	2013 – 2015
Hampton Fund Research Grant review committee, UBC	2015