

LINDSAY P. JUAREZ

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EMPLOYMENT

Irrational Labs

Director 2020-present
Senior Behavioral Scientist 2019-2020

Center for Advanced Hindsight, Duke University

Senior Behavioral Researcher 2017-2019

EDUCATION

Ph.D., University of Virginia, Social Psychology 2011-2017

Dissertation: *Willful wanting: Self-control and autonomous motivation in the lab, home, school, and office*

(Advisors: Dr. Benjamin Converse, Dr. Timothy Wilson)

M.A., University of Virginia, Social Psychology 2014

Thesis: *Women in hierarchies: The effects of organizational structure on women's relationship expectations in the workplace*

(Advisor: Dr. Sophie Trawalter)

B.A., Reed College, Psychology 2008

Thesis: *Stereotype threat and self-affirmation: The good student*

(Advisor: Dr. Kathryn C. Oleson)

ADDITIONAL TRAINING

Structural Equation Modeling Workshop May 2016
Curran-Bauer Analytics: Chapel Hill, NC

Linear Mixed-Effects Modeling in R Workshop Oct. 2015
University of Virginia StatLab

Project Coordinator, New York University, Applied Psychology 2008-2011
Institute for Human Development and Social Change
(PI: Dr. Joshua Aronson)

INTERNSHIPS & CONSULTING

- ❖ *Freelance Behavioral Science Consultant*: Tailored behavioral science consultations including behavioral diagnosis, data analysis, training sessions, and intervention/test design for non-profits and companies including:
 - BioCryst Pharmaceuticals
 - Brethe, Inc.
 - Ph.D. Insights
 - Virginia Local Energy Alliance Program
 - UVa Environmental Science
 - National Legal Research Group
- ❖ *Student Trainee, US Government Accountability Office, Management & Program Analysis: Applied Research Methods Team, Spring 2017*: Methods consultant for government research projects, focusing on education and natural resources; analyst for Comptroller General Forum on AI and cybersecurity
- ❖ *Graduate Student Intern, UVa Office for Diversity and Equity, Fall 2016*: Served on Diversity and Women's Leadership Committees; coordinated guest speaker & reception event for MLK celebration lecture series

PUBLICATIONS

- Holzworth, A., Berman, C., Schwartz, J., Schanbacher, A., **Juarez, L.**, Mathera, R., Lindemans, J. W., Beasley, M., & Ariely, D. (2020). Applying behavioral science to health and financial decisions. In A. Samson (Ed.), *The Behavioral Economics Guide 2020 (with an Introduction by Colin Camerer)*. Retrieved from <https://www.behavioraleconomics.com>.
- Converse, B. A.,* **Juarez, L. P.***, & Hennecke, M. (2018). Self-control and the reasons behind our goals. *Journal of Personality and Social Psychology*, 116(5), 860–883. [***co-first author**]
- Wilson, T. D. & **Juarez, L. P.** (2015). Intuition is not evidence: Prescriptions for behavioral interventions from social psychology. *Behavioral Science and Policy*, 1, 13-20.
- Aronson, J., Burgess, D., Phelan, S. & **Juarez, L.** (2012). Unhealthy interactions: The role of stereotype threat in health disparities. *American Journal of Public Health*, 103, 50-56.
- Aronson, J. & **Juarez, L.** (2011). Growth mindsets in the laboratory and the real world. In R. F. Subotnik, A., Robinson, C. M. Callahan, & P. Johnson (Eds.), *Malleable Minds: Translating Insights from Psychology and Neuroscience to Gifted Education*. Storrs, CT: National Center for Research on Giftedness and Talent.

POPULAR PRESS & LAY AUDIENCE WRITING

Juarez, L. (2019, Aug 26). Should helicopter personal finance be a thing? *Triple Pundit*. Retrieved from <https://www.triplepundit.com/story/2019/should-helicopter-personal-finance-be-thing/84686/>

Please see [my website](#) for a selection of blog posts written for a lay audience.

ACADEMIC RESEARCH PRESENTATIONS

Juarez, L. (Feb 2022). *Using accuracy prompts & choice architecture to reduce the spread of misinformation online*. Symposium presentation at the annual Society for Personality and Social Psychology Conference.

Juarez, L. (Feb 2022). *Using behavioral nudges to reduce the spread of misinformation on TikTok*. Symposium presentation at the annual Meeting of American Association for the Advancement of Science.

Juarez, L. (May 2019). *Maximizing reminder effectiveness: Insights from the field*. Talk for BEworks Lunch & Learn brownbag series.

Juarez, L. (May 2019). *Thinking about health (and risk!) like a behavioral scientist*. Talk at the Behavioral Research Intervention Science Center Colloquium, Durham, NC.

Juarez, L. (Feb. 2019). *Developing research partnerships for field interventions*. Panel presentation at the Intervention Science Preconference, Portland OR.

Corbett, J. & **Juarez, L.** (Oct. 2018). *Examining the role of unmet basic needs on health behaviors in low-income and diabetic populations*. Talk at the AHIP National Conferences on Medicare, Medicaid, and Duals, Washington, D.C.

Juarez L. (Dec. 2017). *How do basic needs impact health behaviors?* Talk for the Evolve Center for Health Behavior Change.

Juarez, L. (May 2017). *Willful wanting: Self-control and autonomous motivation in the lab, home, school, and office*. Talk at the Government Accountability Office CDMA-CEA Brownbag series, Washington, D.C.

Juarez, L. (Feb. 2017). *The effect of Trait Self-Control and want-to and have-to reasons on conflict*. Talk at the Psychology Department Student Choice Colloquium, Charlottesville, VA.

Juarez, L., Converse, B., & Tucker, J. (March 2016). *The effect of multitasking attitudes on important goal prioritization*. Talk at the Robert J. Huskey Research Exhibition, Charlottesville, VA.

Juarez, L. & Converse, B. (Jan 2016). *The effect of multitasking attitudes on goal prioritization*. Data blitz presentation at the annual Self-Regulation Preconference, San Diego, CA.

Juarez, L. (April 2013). *Fifty-fifty: Default choices and fairness*. Talk at the University of Virginia Social Psychology Brownbag series.

Juarez, L. (April 2012). *Women's relationships in the workplace: The role of structure and fairness*. Talk for the University of Virginia Social Psychology Brownbag series.

Aronson, J., **Juarez, L.**, & Voda, T. (Jan. 2012). *A cause larger than self*. Symposium presentation at the annual Society for Personality and Social Psychology Conference, San Diego, CA.

POSTERS

Berman, C., **Juarez, L.**, O'Brien, J., Clark, J., & Kahn, R. *Increasing vaccination through the pairing of social messaging and nudges*. Poster at the Society for Personality and Social Psychology Conference, Portland, OR (Feb. 2019).

Juarez, L. & Wilson, T. *The right thing is hard to do: Need for cognition moderates explanation effects on rational choice*. Poster presented at The Society for Personality and Social Psychology Conference, Austin, TX (Feb. 2014).
Robert J. Huskey Research Exhibition, Charlottesville, VA (March 2014).

Juarez, L. & Trawalter, S. *Organizational structure and perceptions of fairness on women's relationships in the workplace*. Poster presented at The Society for Personality and Social Psychology Conference, New Orleans, LA (Jan. 2013).
Duke, Virginia, and Carolina Social Psychology Research Conference, Durham, NC (March 2013).
Robert J. Huskey Research Exhibition, Charlottesville, VA (March 2013).

Aronson, J., McGlone, M., Mangels, J., & **Juarez, L.** (June 2010). *Creating scalable interventions for enhancing student learning: Malleability of intelligence lessons*. Poster presented at the Institute of Education Sciences Research Conference, Washington, D.C.

AWARDS & HONORS

Society for Multivariate Experimental Psychology Workshop Travel Award

2016

Self-Regulation Preconference Data Blitz Travel Award	2016
UVa Political Psychology Working Group Grant	2014
Robert J. Huskey Research Exhibition Poster Award- 3 rd place	2013
Society for Personality and Social Psychology Student Poster Award Finalist	2013
Society for Personality and Social Psychology Graduate Student Travel Award	2013
Society for Personality and Social Psychology Diversity Fund Travel Award	2013
National Science Foundation Graduate Research Fellow	2012-2017
Commendation for Academic Excellence from the President's Office, Reed	2005, 2007

TEACHING

Head Teaching Assistant

University of Virginia, Psychology Department

- ♦ Research Methods and Data Analysis I Spring 2016

Teaching Assistant

University of Virginia, Psychology Department

- ♦ Introduction to Psychology Fall 2011
- ♦ Research Methods and Data Analysis I Spring 2012, Spring 2015
- ♦ Research Methods and Data Analysis II Fall 2015
- ♦ Social Psychology Fall 2014

New York University, Applied Psychology Department

- ♦ Academic Achievement Gaps Spring 2010
- ♦ Social Psychology Spring 2009

Guest Lecturer

Duke University, Behavioral Science & Public Policy Sept. 2018

Stony Brook University, Introduction to Psychology July 2010

PROFESSIONAL AFFILIATIONS

Society for Personality & Social Psychology; Society for Judgment and Decision-Making;
Social Personality & Health Network; Behavioral Science & Policy Association

AD HOC REVIEWER

*American Journal of Public Health; Perspectives on Psychological Science; Self and Identity;
In-Mind Magazine*

UNIVERSITY SERVICE

Co-chair, Graduate Student Representation Committee, U.Va.

2014-2016

Executive Board, University Women's Forum, U.Va.

2013-2015

Psychology Department Social Committee, U.Va.; Chair, 2012

2011-2015