

Jacob Westfall

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Education and Employment

- 2015 – Present: Postdoctoral Fellow, University of Texas at Austin
Advisor: Tal Yarkoni
- 2015 Ph.D., Social Psychology, University of Colorado Boulder
Advisors: Leaf Van Boven and Charles Judd
Dissertation title: Optimal design of psychological experiments with multiple random factors
- 2013 M.A., Social Psychology, University of Colorado Boulder
- 2009 B.S., Psychology, Oklahoma State University

Peer-Reviewed Journal Articles

- Yarkoni, T., & **Westfall, J.** (2017). Choosing prediction over explanation in psychology: Lessons from machine learning. *Perspectives on Psychological Science*.
- Westfall, J.**, Nichols, T. E., & Yarkoni, T. (2016) Fixing the stimulus-as-fixed-effect fallacy in task fMRI. *Wellcome Open Research*, 1:23.
- Wolsiefer, K., **Westfall, J.**, & Judd, C. M. (2016). Modeling stimulus variation in three common implicit attitude tasks. *Behavior Research Methods*.
- Westfall, J.**, & Yarkoni, T. (2016). Statistically controlling for confounding constructs is harder than you think. *PLoS ONE*, 11(3), e0152719.
- Banchefsky, S., **Westfall, J.**, Park, B., & Judd, C. M. (2016). But you don't look like a scientist!: Women scientists with feminine appearance are deemed less likely to be scientists. *Sex Roles*.
- Westfall, J.**, Judd, C. M., & Kenny, D. A. (2015). Replicating studies in which samples of participants respond to samples of stimuli. *Perspectives on Psychological Science*, 10(3), 390-399.
- Westfall, J.**, Van Boven, L., Chambers, J., & Judd, C. M. (2015). Perceiving political polarization in America: Party identity strength and attitude extremity exacerbate the perceived partisan divide. *Perspectives on Psychological Science*, 10(2), 145-158.
- Westfall, J.**, Kenny, D. A., & Judd, C. M. (2014). Statistical power and optimal design in

experiments in which samples of participants respond to samples of stimuli. *Journal of Experimental Psychology: General*, 143(5), 2020-2045.

Judd, C. M., **Westfall, J.**, & Kenny, D. A. (2012). Treating stimuli as a random factor in social psychology: A new and comprehensive solution to a pervasive but largely ignored problem. *Journal of Personality and Social Psychology*, 103(1), 54-69.

Book Chapters and Invited Publications

Judd, C. M., **Westfall, J.**, & Kenny, D. A. (2017). Experiments with more than one random factor: Designs, analytic models, and statistical power. *Annual Review of Psychology*.

Westfall, J., & Judd, C. M. (2015). The conceptual distinction between mediators versus moderators. In R. Cautin & S. Lilienfeld (Eds.), *Encyclopedia of Clinical Psychology*. Wiley-Blackwell.

Van Boven, L., Travers, M., **Westfall, J.**, & McClelland, G. (2013). Judgment and decision making. In D. Carlston (Ed.), *Oxford Handbook of Social Cognition*. Oxford University Press.

Westfall, J., & Van Boven, L. (2013). Endowment effect. In H. Pashler (Ed.), *Encyclopedia of the Mind*. Sage Publications.

Working Papers

Yarkoni, T., & **Westfall, J.** (2016) Bambi: A simple interface for fitting Bayesian mixed effects models. *Manuscript submitted*.

Mrrkva, K., **Westfall, J.**, & Van Boven, L. (2016) Attention drives emotion: Voluntary attention intensifies emotional reactions to repeated search targets. *Manuscript submitted*.

Westfall, J. (2016). PANGEA: Power ANalysis for GEneral Anova designs.

Peer-Reviewed Conference Presentations (Oral Presentations)

Note: Only includes presentations in which I was the speaker.

Westfall, J., Yarkoni, T. (2016). Incremental validity is a statistically problematic concept. Paper presented at the symposium, "Validity and reliability." *International Meeting of the Psychometric Society*, Asheville, NC.

Westfall, J., Judd, C. M., & Kenny, D. A. (2015). Direct replication of random stimulus materials. Paper to be presented at a symposium chaired by Simone Schnall, "What Do Direct Replications Say About the Reproducibility of Psychological Phenomena?" *Association for Psychological Science*, New York City, NY.

- Westfall, J., Judd, C. M., & Kenny, D. A. (2015). PANGEA: A web application for power analysis in general ANOVA designs. Paper presented at a symposium co-chaired by Jacob Westfall and Charles Judd, "Statistical Power and Optimal Design Principles for Improving the Efficiency of Psychological Research," *Society for Personality and Social Psychology*, Long Beach, CA.
- Westfall, J., Kenny, D. A., & Judd, C. M. (2014). Statistical power in experiments in which samples of participants respond to samples of stimuli. Paper presented at a symposium co-chaired by Charles Judd and Dominique Muller, "Recent Advances in Quantitative Methods for Social Psychologists," *European Association of Social Psychology*, Amsterdam, The Netherlands.
- Westfall, J., Judd, C. M., & Kenny, D. A. (2014). Overlooking stimulus variance. Paper presented at a symposium chaired by Lee Jussim, "Research Integrity in Psychological Science," *Association for Psychological Science*, San Francisco, CA.
- Westfall, J., Kenny, D. A., & Judd, C. M. (2014). Optimal experimental design in experiments with samples of stimuli. Paper presented at a symposium chaired by Fang Fang Chen, "Application of Advanced Methodological Tools in Personality and Social Psychological Research," *Society for Personality and Social Psychology*, Austin, TX.
- Westfall, J., Judd, C. M., & Kenny, D. A. (2013). Treating stimuli as a random factor in social psychology: A new and comprehensive solution to a pervasive but largely ignored problem. Paper presented at a symposium co-chaired by Jacob Westfall and Charles Judd, "Recent advances in quantitative methodology for personality and social psychologists," *Society for Personality and Social Psychology*, New Orleans, LA.
- Wallaert, M., Westfall, J., Pizarro, D., & Van Boven, L. (2011). Precisely right: Informational precision increases confidence and shapes behavior. Paper presented at a symposium co-chaired by Matthew Wallaert and Leaf Van Boven, "Cues to Confidence and Consistency," *Society for Personality and Social Psychology*, San Antonio, TX.

Peer-Reviewed Conference Presentations (Poster Presentations)

- Westfall, J., & Yarkoni, T. (2016). Statistically controlling for confounding constructs is harder than you think. Poster presented at *Association for Psychological Science*, Chicago, IL.
- Westfall, J., Van Boven, L., & Huber, M. (2012). Attention drives emotion: Selective attention increases perceived emotional significance. Poster presented at *Emotion Pre-Conference to the Society for Personality and Social Psychology*, San Diego, CA.
- Westfall, J., Van Boven, L., & Huber, M. (2011). Attention drives emotion: Frequency of attention signifies emotional significance. Poster presented at *Emotion Pre-Conference to the Society for Personality and Social Psychology*, San Antonio, TX.

Honors and Awards

Dosier Award for outstanding graduate student, 2015
University of Colorado Graduate School Fellowship, 2011 – 2013

Professional Service

Advisory board: Ego depletion pre-registered replication initiative, led by Kathleen Vohs.

Organizer: Symposium on “Statistical power and optimal design principles for improving the efficiency of psychological research“ at the 2015 meeting of Society for Personality and Social Psychology, Long Beach, CA.

Organizer: Symposium on “Recent advances in quantitative methodology for personality and social psychologists” at the 2013 meeting of Society for Personality and Social Psychology, New Orleans, LA.

Ad hoc journal reviewer (number of reviews to date):

Social Psychological and Personality Science (5)
Journal of Experimental Social Psychology (4)
Journal of Personality and Social Psychology (4)
Journal of Experimental Psychology: General (3)
Psychological Science (3)
Behavior Research Methods (2)
European Journal of Social Psychology (2)
Perspectives on Psychological Science (2)
Brain (1)
Brain & Language (1)
British Journal of Mathematical and Statistical Psychology (1)
Cortex (1)
PLOS ONE (1)
Structural Equation Modeling: A Multidisciplinary Journal (1)
The R Journal (1)

Teaching Experience

General Statistics (graduate course)
Teaching assistant: Fall 2010 – Spring 2015
Statistics and Research Methods
Teaching assistant: Spring 2010, Summer 2010
History of Psychology
Teaching assistant: Summer 2012
Political Psychology
Teaching assistant: Summer 2011
General Psychology
Teaching assistant: Spring 2011

January 8, 2016

Social Psychology
Teaching assistant: Fall 2009

Professional Affiliations

Society for Personality and Social Psychology
Association for Psychological Science
Psychometric Society