

# JEHAN SPARKS

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## EDUCATION

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Ph.D., Social Psychology (Minor: Quantitative Psychology) University of California, Davis	2018
M.A., Psychology University of California, Davis	2015
M.S., Agricultural and Resource Economics (completed all Ph.D. coursework) University of California, Davis	2013
B.A., Economics and Philosophy, <i>Honors</i> Columbia University	2010

## ACADEMIC APPOINTMENTS

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Postdoctoral Fellow USC Schaeffer Center for Health Policy & Economics	February 2021 - Present
Postdoctoral Fellow, Behavioral Decision Making area Anderson School of Management, UCLA	August 2020 - Present
Postdoctoral Fellow, Social Cognition Center Cologne University of Cologne, Germany	Jan 2019 - July 2020

## AWARDS & HONORS

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- UC Davis Summer Research Fellowship, 2017
- Society for the Improvement of Psychological Science Travel Award, 2016
- UC Davis Dukes Travel Award, 2015
- Bill and Melinda Gates Foundation Fellowship, 2015-2016
- SPSP Student Poster Award Finalist, 2015
- SPSP Graduate Student Travel Award, 2015 & 2018
- Romine Prize, Columbia University, 2010  
This prize is “awarded to the student who wrote the best senior thesis” in the Economics Department.

## PUBLICATIONS

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- Sparks, J., Chapman, G. B., D'Aunno, T., Doctor, J. N., Loewenstein, G., & Patel, M. S. (2021). Editors' Note: Behavioral Insights for COVID-19. *Behavioral Science and Policy*.
- Sparks, J., Daly, C., Wilkey, B., Molden, D. C., Finkel, E. J., & Eastwick, P. W. (2020). Negligible evidence that people desire partners who uniquely fit their ideals. *Journal of Experimental Social Psychology, 90*, 103968.
- Sparks, J. (2020). Going beyond a positive-negative dichotomy in judgment and decision making research: Insights for framing, counterfactual thinking, and ambivalence. *Social and Personality Psychology Compass, 14*, e12519.
- Sparks, J., & Ledgerwood, A. (2019). Age attenuates the negativity bias in reframing effects. *Personality and Social Psychology Bulletin, 45*, 1042–1056.
- Boydston, A. E., Ledgerwood, A., & Sparks, J. (2019). A negativity bias in reframing shapes political preferences even in partisan contexts. *Social Psychological and Personality Science, 10*, 53–61.
- Sparks, J., & Ledgerwood, A. (2017). When good is stickier than bad: Understanding gain/loss asymmetries in sequential framing effects. *Journal of Experimental Psychology: General, 146*, 1086–1105.
- Wang, Y. A., Sparks, J., Gonzales, J., Hess, Y., & Ledgerwood, A. (2017). Using independent covariates in experimental designs: Quantifying the trade-off between power boost and Type I error inflation. *Journal of Experimental Social Psychology, 72*, 118-124.
- Ledgerwood, A., Soderberg, C., & Sparks, J. (2017). Designing a study to maximize informational value. In J. Plucker & M. Makel (Eds.), *Toward a more perfect psychology: Improving trust, accuracy, and transparency in research* (pp. 33-58). Washington, DC: American Psychological Association.

## MANUSCRIPTS IN REVISION & UNDER REVIEW

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\* Graduate student collaborator

Milkman, K. L., Patel, M., Gandhi, L., Graci, H., Gromet, D., Ho, H., Kay J. S., Lee T., Park Y., Akinola, M., Beshears, J., Bogard, J. E., Bottenheim, A., Chabris, C., Chapman, G., Choi, J. J., Dai, H., Fox, C. R., Goren, A., Hilchey, M., Hmurovic, J., John, L., Karlan, D., Kim, M., Laibson, D., Lambertson, C., Madrian, B., Meyer, M., Modanu, M., Nam, J., Rogers, T., Rondina, R., Saccardo, S., Shermohammed, M., Soman, M., Sparks, J., Warren, C., Weber, M., Berman, R., Van den Bulte, C., Volpp, K., Duckworth, A. L. (invited revision at *PNAS*). A Mega-Study of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor's Appointment.

Eastwick, P. W., Sparks, J., & Finkel, E. J. (invited revision under review). Leveraging the psychological accelerator to test the predictive validity of ideal partner preference-matching across cultures. *Proposal submitted to the Psychological Science Accelerator*.

Sparks, J., da Silva Frost, A.,\* & Ledgerwood, A. (invited revision at *Social Psychological and Personality Science*). Moving beyond good versus bad: Valence, domain, and sequencing all matter for understanding risky choice framing.

Benedict, T.,\* Sparks, J. & Gast, A. (under review). Conditioned negative attitudes are “stickier” than conditioned positive attitudes: A negativity bias in evaluative counter-conditioning.

## SELECTED RESEARCH IN PROGRESS

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Sparks, J., Langer, T., & Fox, C. R. (in prep). Biases in allocation under risk and uncertainty: Partition dependence, unit dependence, and procedure dependence.

Sparks, J. & Schneider, I. K. (in prep). Ambivalent attitudes depend on the sequencing of positives and negatives.

Sparks, J., Bogard, J. E., Ülkuimen, G., & Fox, C. R. (data collection in progress). When uncertainty feels aversive versus appealing.

Sparks, J., Talloen, J. H., Imas, A., Tannenbaum, D., & Fox, C. R. (3 studies completed, data collection in progress). Predicting sequences under epistemic and aleatory uncertainty.

Sparks, J. & Ledgerwood, A. (3 studies completed, data collection in progress). It could have been better, but it could have been worse: How the sequencing of counterfactual thinking influences affective responding.

## RESEARCH SUPPORT

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University of Cologne Relativity in Social Cognition Grant, Project Title: *How the Sequencing of Positives and Negatives Influences Ambivalence*, Grant Amount: \$2,200 (2019)

Center for Social and Economic Behavior Seedcorn Grant, Project Title: *“Half Full, Half Empty” is like “It Could Have Been Better, but It Could Have Been Worse”*: How the Sequencing of Positives and Negatives Influences Attitudes and Feelings, Grant Amount: \$5,470 (2019)

Center for Social and Economic Behavior Junior Startup Grant, Project Title: *Don't tell me what I want to hear: Reducing selective exposure through expressions of ambivalence*. With Hohnsbehn, J. and Schneider, I. K., Grant Amount = \$3,200 (2019)

UC Davis Academic Senate Grant-in-Aid, Project Title: *Reframing Effects Across the Lifespan*. With Ledgerwood, A., Grant Amount = \$2,000 (2018)

The Society for the Psychological Study of Social Issues (SPSSI), Project Title: *Protecting Diversity in the Face of White Nationalism: The Effect of Ally-Identity Symbols on Social Action*, With Ledgerwood, A., Wang, Y. A., Rees, H., Huang, S., Kramer, H., Kurai, M., & Sanchez, S., Grant Amount = \$1,863 (2017)

Facebook, Project Title: *Understanding How Consumers Value Time and Choices on Different Devices*, With Sherman, J., Grant Amount = \$154,000 (2016)

## **INVITED TALKS**

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- October 2020            Claremont Graduate University, Department of Economics
- November 2019        UC San Diego, Rady School of Management
- August 2017            Northwestern University, Kellogg School of Management

## **SELECTED CONFERENCE PRESENTATIONS**

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- Sparks, J., Daly, C., Wilkey, B., Molden, D. C., Finkel, E. J., & Eastwick, P. W. (2020, July). *Negligible evidence that people desire partners who uniquely fit their ideals*. Talk was to be presented at the International Association for Relationship Research Conference, London, UK. (Conference canceled)
- Sparks, J. (2019, May). *Gain/loss asymmetries in sequential positives and negatives*. Talk presented at the Duck Conference on Social Cognition, Buck Island, NC.
- Sparks, J. (2019, May). *Gain/loss asymmetries in sequential positive and negative information*. Talk presented at the C-SEB Workshop and Talk 2019, Cologne, Germany.
- Sparks, J. (2018, May). *When good is stickier than bad*. Talk presented at the NYU/Columbia East Coast Doctoral Conference, New York, NY.
- Sparks, J., & Ledgerwood, A. (2017, March). *Understanding gain/loss asymmetries in sequential framing effects*. Talk presented at the Berkeley-Stanford-Davis Social-Personality Conference, Berkeley, CA.
- Sparks, J. (2017, January). *Real world tales of using better research practices*. Invited talk presented at the Society for Personality and Social Psychology, San Antonio, TX.
- Sparks, J., & Ledgerwood, A. (2016, May). *Sticky frames: Toward a functional account of dynamic framing effects*. Talk presented at the Bay Area Behavioral and Experimental Economics Workshop, Haas Business School, Berkeley, CA.
- Sparks, J., & Ledgerwood, A. (2016, April). *The Start-Local Approach: Maximizing opportunities to learn from our research*. Making Social Science Transparent Conference. Invited talk presented at the UC Davis Institute for Social Science, Davis, CA.
- Sparks, J. (2015, August). *Sticky frames: Sequential framing effects in the gain domain*. Poster presented at the Summer Institute for Theories and Methods in Judgment and Decision Making Research, Universities of Mannheim, Heidelberg, and Tübingen, Germany.
- Sparks, J. (2014, May). *When good is stickier than bad: Lingering framing effects may differ for loss versus gain domains*. Data blitz presented at the 7th Annual Meeting of Society for the Study of Motivation (SSM) conference, San Francisco, CA.

## **TEACHING EXPERIENCE**

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### Guest Lecturer:

*Ambivalence Seminar for Masters Students* (University of Cologne; Summer 2020)  
*Professional Development for Ph.D. Students* (UC Davis; Spring 2020)  
*Social Psychology* (UC Davis; Winter 2014, Winter 2015, Spring 2015, Spring 2016)  
*Social and Personality Psychology* (Mills College; Fall 2015)

### Workshop Instructor:

*CV and Research Statement Preparation* (University of Cologne; Winter 2020)  
*Qualtrics* (UC Davis; Fall 2018)  
*Excel* (UC Davis; Fall 2016; Fall 2017)  
*Applying to Graduate School* (UC Davis; Winter 2017)

### Teaching Assistant:

*Psychology of Religion* (Spring 2018)  
*Personality Psychology* (Spring 2017)  
*Social Psychology* (Winter 2014, Winter 2015, Spring 2015, Spring 2016, Winter 2017, Fall 2018)  
*Social and Personality Development* (Fall 2016, Fall 2017, Summer 2018)  
*Research Methods* (Winter 2016, Winter 2018)  
*Language and Cognition* (Summer 2014)  
*Intermediate Microeconomics* (Winter 2011, Fall 2012)

### Mentoring:

Taylor Benedict (Psychology Ph.D., University of Cologne): Dissertation  
Angelique Delarazan (Psychology B.A., UC Davis): Senior honors thesis  
Jonathan Lee (Psychology B.A., UC Davis): Independent project  
Lily Lampano (Psychology B.A., UC Davis): Independent project

**SERVICE**

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Editor, *Behavioral Science and Policy*, Weekly Roundup

Editorial Associate, *Behavioral Science and Policy*, Flash Spotlight: Behavioral Insights for COVID-19

Ad Hoc Reviewer:

*Journal of Personality and Social Psychology: Attitudes and Social Cognition*

*Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes*

*Journal of Experimental Psychology: General*

*Perspectives on Psychological Science*

*Journal of Experimental Social Psychology*

*Behavioral Science and Policy*

*Collabra: Psychology*

*Health Psychology and Behavioral Medicine*

*Journal of Social and Personal Relationships*

*American Journal of Agricultural Economics*

UC Davis Psychology Graduate Student Ambassador (2018)

UC Davis Prospective Graduate Student Scoop, Diversity Panelist (2018)

Co-Organizer, Berkeley-Davis-Stanford Social-Personality Meeting (2018)

UC Davis Social-Personality Brown Bag Coordinator (2016-2017)

**ADDITIONAL TRAINING & EXPERIENCE**

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Summer Institute on Theories and Methods in Judgment and Decision Making Research  
Universities of Mannheim, Heidelberg, and Tübingen, Germany (2015)

Consumer Insights Consultant, Facebook, Menlo Park, California (2015-2016)

Economics Field Researcher, International Lipid-Based Nutrient Supplements (iLiNS) Project,  
Mangochi, Malawi (2013)

Economic Consultant, NERA Economic Consulting, Boston, Massachusetts (2010)

**PROFESSIONAL AFFILIATIONS**

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Society for Personality and Social Psychology (SPSP)

Society for Judgment and Decision Making (SJDM)

Behavioral Science & Policy Association (BSPA)

International Social Cognition Network (ISCON)