

Alec Trevor Beall, PhD

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About me

I am a driven, collaborative, and highly experienced research professional. My skillset includes the collection, interpretation, and distillation of consumer data to produce actionable, cross-functional recommendations for diverse stakeholders. I have honed my skills over nearly four years in industry as a Consumer Researcher with the Environmental Defense Fund and over ten years in academia as a Graduate Researcher and Postdoctoral Research Fellow for the University of British Columbia.

Education

PhD in Experimental Social/Personality Psychology, The University of British Columbia in Vancouver, British Columbia, 2016

MA in Experimental Social/Personality Psychology, The University of British Columbia in Vancouver, British Columbia, 2012

BA in Psychology, The University of British Columbia in Vancouver, British Columbia, 2010

Relevant Experience

Consumer Researcher, The Environmental Defense Fund | Vancouver, BC (April 2016-present)

- Plan and conduct client-driven research initiatives, including the collection and interpretation of qualitative consumer preference data to inform the design of real-world policy descriptions
- Present key insights to cross-functional teams of project managers, behavioral economists, policy analysts and business leaders
- Deliver actionable recommendations, including an implemented emission mitigation proposal for the global airline industry

Postdoctoral Research Fellow (Experimental Social Psychology), UBC Social Health Lab | Vancouver, BC (January 2017-present)

- Plan and conduct independent research on human-smartphone interaction, social cognition, and visual attention
- Assemble, supervise, and manage teams of designers, software engineers, behavioral coders, and research assistants
- Deliver two novel, field-tested research products, including a proprietary app which tracks users' smartphone activity

Graduate Researcher (Experimental Social Psychology), UBC Social Cognition Lab | Vancouver, BC (May 2010-December 2016)

- Planned and conducted dozens of qualitative and quantitative research studies using diverse methodologies and analyses
- Honed excellent written and oral communication skills through 16 peer-reviewed publications (many in top-tier journals), three successful government funded research grants, and 28 spoken presentations at international conferences
- Delivered two novel validated, field-tested, questionnaires which have become standard assessment metrics in psychology

Skills

Research Methods | Questionnaire development, interviews, ethnography, A/B testing, diary studies, surveys, eye-tracking, more

Advanced Analytics | Coding and interpretation of qualitative data, linguistic inquiry, t-tests, ANOVA, regression, factor analysis, more

Program and Platform Proficiency | SPSS, Qualtrics, SurveyMonkey, MTurk, LIWC, BeGaze Eyetracking, Photoshop, Powerpoint, Excel, more

Project Management | Study planning, customer personas, third-party sampling, data collection, cross-functional team management, more

Communication | Progress reports, presentations to stakeholders, charts, graphs, a personal popular science blog for Psychology Today

Collaboration | Designers, software engineers, behavioral economists, policy analysts, project managers, other researchers, more

Critical Thinking | Ad-hoc research reviewer for 10 academic publication outlets (many top-tier), 2019 SPSP small research grant recipient

Leadership | Point person on dozens of independent and client-driven research projects, UBC Psychology softball team captain (5x champs)

Selected Publications

Hardisty, D. J., Beall, A.T., Lobowski, R., Petsonk, A., & Romero, R. (2019). A carbon price by another name may seem sweeter: Consumers prefer upstream offsets to downstream taxes. *Journal of Environmental Psychology*, 66, 101342.

Beall, A. T., & Chen, F. S. (under review). Attitude change in the palm of your hand: Smartphone wallpaper as a motivational priming tool. *Computers in Human Behavior*.

Beall, A. T., Hofer, M. K. & Schaller, M. (2016). Infections and elections: Did an Ebola outbreak influence the 2014 U.S. federal elections (and if so, how)? *Psychological Science*, 1, e0956797616628861.

Selected Awards

Society for Personality and Social Psychology Small Research Grant, 2019

Social Sciences and Humanities Research Council of Canada Postdoctoral Fellowship, 2017

Social Sciences and Humanities Research Council of Canada Doctoral Scholarship, 2014

UBC 4-Year Doctoral Research Fellowship, 2012