

Curriculum Vitae

ROBERT NICK COCHRAN, PHDC

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I am a graduate research scientist interested in social and personality psychology, broadly defined. My research interests include interpersonal judgment and decision making, intergroup dynamics, and individual differences in personality. I am dedicated to understanding how and why humans behave and make decisions across situations. I am currently looking to obtain experience in industry and academia that will allow me to apply my expertise in a novel way while allowing me to follow my passion for mentorship and teaching.

EDUCATION

University of Georgia

Ph.D. Psychology, Aug 2019 (expected)

M.S. Psychology, Jan 2017

Cumulative GPA: 3.95

Honors:

- Outstanding Teaching Assistant Award
- Emerging Scholar Finalist
- Excellence in Recruitment Scholarship
- President, Graduate Student Committee
- Treasurer, Social Psychologists at UGA
- Psychology Graduate Social Committee

University of North Carolina at Chapel Hill

Bachelor of Arts in Psychology and Biology

Graduation Date: May 2014

Cumulative GPA: 3.5

Honors:

- First Generation College Student
- Dean's List (all 4 years)
- Tri-beta (Biology honor society)
- Psi-Chi (Psychology honor society)
- Howard Morrison Scholar (all 4 years)
- National Society of Leadership and Success

RESEARCH EXPERIENCE

UNIVERSITY OF GEORGIA PSYCHOLOGY DEPARTMENT | ATHENS, GA | 2014-PRESENT

Independent Researcher

Personality and Social Behaviors Study

- The Personality and Social Behavior Study (PSB) investigates the characteristics that make someone a good judge of character. Specifically, we are interested in determining what personality traits that judges and targets possess that allow judges to accurately determine the personality traits of another person.
- I originated the PSB and am the lead researcher for the study. After two years and with the assistance of 10+ research assistants, data collection for the PSB has concluded. My duties on this study included scheduling participants, running participants through the study, transformation of data, data analysis, and mentoring research assistants.

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UNIVERSITY OF NORTH CAROLINA PSYCHOLOGY DEPARTMENT | CHAPEL HILL, NC | 2014

Manager Research Assistant – under direction of Brain Payne

Financial Behaviors Study

- Considered the effects of automatic or controlled processes on socioeconomic status, race, income, and sexual orientation (among other factors) through the implementation of surveys, the affect misattribution procedure, and a socioeconomic manipulation task.
- I was responsible for overseeing the proper organization of the lab, scheduling appointments and lab sessions, and ensuring research assistants, graduate students, and experimenters were organized and prepared for lab sessions. I programmed surveys into Qualtrics, ran participants through the experiment, cleaned data, and completed literature reviews.

Organizational Behavior Study

- Investigated the role of emotions on achieving social coordination and human synchrony.
- My role as a research assistant in this lab included checking participants into the study, setting up the lab, running participants through the shapes workbook, grading the workbook and inputting data into excel.

UNIVERSITY OF NORTH CAROLINA PSYCHOLOGY DEPARTMENT | CHAPEL HILL, NC | 2013

Research Assistant – under direction of Barbara Fredrickson

Science of Behavioral Change Study

- The aim of this study was to consider the relationship between social interaction, meditation, oxytocin and the epigenetic changes in participants.
- Daily tasks in the lab included completing urine analyses, creating test kits, cleaning supplies, making test tubes, and general awareness of operational methods of the SOBC study.
- Operated Snap-Master, a program connected to the Bio Amp which took heart rate, finger pulse, and respiration.
- Responsible for running participants, taking heart rates, completing participants through the strength measurement task, and using the MS-DOS program for data cleaning.

Oxytocin Study

- Investigated mindfulness meditation and the combined effects of oxytocin on individual wellbeing.
- My role included assisting in the administration of the oxytocin nasal injection, audio transcriptions of the capitalization task, aid in the application of electrodes for facial EMG, running Snap-Master, setting up lab materials, and cleaning up and organization of the lab space.

Provocative Questions Study

- Examined participant responses when medical figures informed participants that they were at risk for certain diseases, and why those who are at risk do not change lifestyle behaviors.

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- Responsible for analyzing the SAS code prior to the start of the study: looking through the data variables, ensuring that all data was represented, and making sure that the code was written properly through studied instruction.

UNIVERSITY OF NORTH CAROLINA PSYCHOLOGY DEPARTMENT | CHAPEL HILL, NC | 2013

Independent Researcher

Implicit Skin Blemish Attitudes Study

- Collected data regarding implicit attitudes towards acne using Inquisit software to adapt the Affect Misattribution Procedure (AMP) and formulated a survey that endeavored to obtain the implicit attitudes towards acne.
- Completed necessary background research, literature review, hypothesis creation, programming and amp creation, administration of the experiment, and data analysis.

QUEENS UNIVERSITY | CHARLOTTE, NC | 2011

Independent Researcher

Is Chivalry Dead Study

- A comprehensive study examining the chivalrous behavior of door holding and its relation to gender.
- Systematic theory creation, data collection, and analyses to understand how gender impacts the likelihood to hold doors.

WORK EXPERIENCE

TECHTRONIC INDUSTRIES | CHARLOTTE, NC | 2018

Consumer Insights and Strategy Intern

- Strategized critical product innovations potentially impacting up to \$20M in revenues through in-home interviews, focus groups, product testing, market analytics, and more to pioneer path in the dynamic floor care solutions market; accurately anticipated market trends, with specialized research techniques being adopted across multiple projects.
- Spearheaded an online survey with 1K+ consumers across multiple target markets, providing invaluable insights that enabled marketing and financial teams to re-strategize sells goals.
- Analyzed complex, context-sensitive market data to inform company of share, product strengths, and company shortcomings; supported the retail line-up initiative which helped increase product shelf share by 5%.

CHEGG | SANTA CLARA, CA | 2017

Consumer Insights Intern

- Helmed 3 user testing studies utilizing multiple software solutions, conducting in-depth studies on 50+ users.
- Advised stakeholders on feel and usability of a rebranding project following A/B testing, resulting in an 15% upturn in overall engagement within a highly competitive market.
- Refocused design/scope of rebranding efforts, ensuring achievement of strategic objectives.
- Headed interviews with 40+ users across 4 products to inform business decisions, uncovering 4

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new features for product improvements that were cited as essential to 12% increase in net-promoter score (NPS).

- Developed consumer segments which proved to be highly reliable using segmentation analyses.
- Enhanced marketing efficiency by identifying key demographic makeup for marketers, resulting in elevated sales and an 8% boost in return on advertising spend (ROAS).
- Created one-of-a-kind typing tool to enable sorting of surveyed users into consumer segments with minimal impact to overall expenditures and work hours.
- Provided essential contributions in team project with 20 employees, improving usability and data collection of website sign-up, affecting thousands of new accounts daily; presented to CEO/panel and won 1st place, with redesigns slated for implementation into the website (with further plans for scaling into other departments).
- Offered well-received support across project planning, redesign efforts, and UX testing while under strict deadlines and heavy workload.

TEACHING EXPERIENCE

UGA | ATHENS, GA | 2019

Instructor – Research Design

- Taught students how to think like a psychological researcher and how to be good consumers and producers of research.
- Helped students to create an APA research proposal.

UGA | ATHENS, GA | 2018

Instructor – Social Psychology

- Taught about a range of social psychological topics through readings and lectures.
- Students read, interpreted, analyzed, and disseminated complex scientific research.

Instructor – Graduate Seminar in Teaching

- Familiarized students to important university policies.
- Taught students proper pedagogy and practices for effective university teaching.

UGA | ATHENS, GA | 2017

Instructor – Research Analysis Lab

- Taught statistical testing using SPSS.
- Hypothesis and significance testing, tutoring, grading.

Study Abroad Instructor – Social and Personality Development & Cross-Cultural Psychology

- Maymester courses taught abroad in Tanzania, Africa.
- Learned how to be flexible in my teaching, and how to design study abroad courses.
- Connected course material to personal experiences and observations to increase recall.

DUKE UNIVERSITY | ATHENS, GA | 2016

Instructor – The Brain, Intelligence, and Creativity

- Instructed a summer course called The Brain, Intelligence, and Creativity.

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- Crafted fully interactive lesson plans to help students delve into complex topics.
- Gained invaluable experience in lesson planning, connecting to students, and adapting lessons plans for a younger audience unfamiliar with the material.

SHODOR | DURHAM, NC | 2014

Education Intern - STEM Elective Course

- Taught 4-5th grade students from underprivileged populations complex STEM lessons.
- Learned to develop a strong lesson plan and how to implement that into classroom.
- Integrated computational thinking and STEM materials into scientific hands-on learning.

UGA | ATHENS, GA | 2014 - PRESENT

Teaching Assistantships

- Floating Teaching Assistant - Psychology - Many Professors - Spring 2019
- Psychology 3990 - Research Analysis - Dr. John Achee - Fall 2017
- Psychology 3260 - Human Sexuality - Dr. Kacy Welsh - Spring 2017
- Psychology 3260 - Human Sexuality (two sections) - Dr. Kacy Welsh - Fall 2016
- Psychology 3980 - Research Design - Dr. Shruti Narang - Spring 2016
- Psychology 1101 - Intro to Psychology (Flipped Classroom) - Dr. Kacy Welsh - Fall 2015
- Psychology 4130 - Physiological Comparative Psychology - Dr. Jim Stringham - Fall 2015
- Psychology 5850 - Psychopharmacology - Jessica Smith - Summer 2015
- Floating Teaching Assistant - Psychology - Many Professors - Spring 2015
- Psychology 1101 - Introduction to Psychology - Dr. Kacy Welsh - Fall 2014

UGA | ATHENS, GA | 2014 - PRESENT

Guest Lectures

- Graduate Student Panel - Careers in Psychology - Katelyn Sanders - October 3, 2018
 - 2 discussions were given for this course
- Graduate Student Panel - Intro to Psychology - Dr. Kacy Welsh - March 25, 2018
- Graduate Student Panel - Careers in Psychology - Dr. Rachel Williamson - October 4, 2017
- Graduate Seminar 7900 - Course Design - Dr. Zoe Morris - October 27, 2016
 - Teaching Controversial Topics
- Psychology 3260 - Human Sexuality- Dr. Kacy Welsh - October 9, 2016
- Graduate Student Panel - Careers in Psychology - Dr. Rachel Williamson - October 5, 2016
 - 3 discussions were given for this course
- Graduate Seminar 7900 - Course Design - Dr. Zoe Morris - September 22, 2016
 - Psychology Interdisciplinary Lecture
- Psychology 3980 - Research Design - Dr. Megan Filkowski - September 20, 2016
- Anthropology 6100 - Evolution and Human Behavior - Dr. Bram Tucker - May 5, 2016
 - Evolution of Homosexuality
- Anthropology 6100 - Evolution and Human Behavior - Dr. Bram Tucker - April 20, 2016
 - Altruism in the brain
- Graduate Student Panel - Careers in Psychology - Ada Guan - March 2, 2016
 - 2 discussions were given for this course.

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- Psychology 1101 - Intro to Psychology - Dr. Kacy Welsh - October 16, 2015
- Psychology 4200 - Social Psychology- Dr. Danielle Dickens - February 27, 2015
 - 2 lectures were given for this course

PROFESSIONAL DEVELOPMENT

UGA | ATHENS, GA | 2014 - PRESENT

Talks

- Proseminar Presentation - Personality Judgment Accuracy: The Associations Between Time, Social Context, and Personality on the Accuracy of Interpersonal Judgments - February 3, 2017
- Master's Thesis Defense - Personality Judgment Accuracy: The Associations Between Time, Social Context, and Personality on the Accuracy of Interpersonal Judgments - January 9, 2017
- First Year Report - Personality Judgment Accuracy: Update - October 14, 2015
- Proseminar Presentation - Personality Judgment Accuracy - March 27, 2015

Conference Presentations

Annual Convention of the Behavioral Sciences

- Personality Judgment Accuracy: The Association Between Personality and Social Context on the Accuracy of Interpersonal Judgments - Athens, GA - April 14, 2017
 - Mentored seven research assistants for presentation
- Personality Judgment Accuracy: The Association Between Personality and Social Context on the Accuracy of Interpersonal Judgments - Athens, GA - April 8, 2016
 - Mentored two research assistants for presentation

Society of Personality and Social Psychology

- Personality Judgment Accuracy: The Association Between Personality and Social Context on the Accuracy of Interpersonal Judgments - San Diego, CA - January 28, 2016
- Personality Judgment Accuracy: The Association Between Personality and Social Context on the Accuracy of Interpersonal Judgments, Updated - Atlanta, GA - January 28, 2018
- The Rose-Colored Glasses Effect of Prosocial Traits: How Positive Traits Skew How We See Others - Portland, OR - Feb 5, 2019

Innovation in Teaching Conference

- Creating Class Cohesiveness: How an Interpersonal Closeness Task Brings Students Together - Athens, GA - October 19, 2018

Continued Education

- Critical Design Thinking - Mastery Badge in Human Centered Design - Design Academy
- Introduction to Photography - University of Georgia

BIBLIOGRAPHY

Cochran, R.N., vanDellen, M.R., Haas, B.W. (2019). Getting to Know You: Associations between judge and target personality with personality judgment accuracy during a dyadic social interaction task. *Personality and Individual Differences*.

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Haas, B.W., Filkowski, M.M., Cochran, R.N., Denison, L., Ishak, A., Nishitani, S., & Smith, A.K. (2016). Epigenetic modification of OXT and human sociability. *Proceedings of the National Academy of Sciences*.

Filkowski M.M., Cochran, R.N., Haas B.W. (2016). Altruistic behavior: mapping responses in the brain. *Neuroscience and Neuroeconomics*.

SERVICE AND MENTORSHIP

- Undergraduate Honors Thesis Mentor (2 students; 2017 & 2018)
- Georgia Science and Engineering Fair STEM Judge (2018)
- Aspire Middle School Science Fair Mentor (2017)
- Service-Learning Course Instructor (2017)
- Athens Area Emergency Food Bank Volunteer (2014 - present)
- Gwinnett School of Math, Science, and Technology Service Course Intern (2017)
- UGA Psychology Mentoring Program (2014 - 2016)
- Habitat for Humanity Chapter Creator and President (2014)
- Relay for Life Volunteer (2008 - present)
- Disability Services Note Taker (2013 - 2014)

CERTIFICATIONS

- Collaborative Institutional Training Initiative
- Conflict of Interest Training Certified
- Department of Environment Health and Safety Certified
- Blood Borne Pathogens, Laboratory Hazardous Waste, and Laboratory Safety Certified
- Exercise and Sports Science Certified/Body management and Nutrition Certified
- Social Justice Certificates: LGBTQ, Domestic Abuse, Body Disorders