

Jennifer Rokaya Sedgewick

474 Roncesvalles Avenue • Toronto, ON M6R 2N5 • (306) 716-5217 • jrs908@yorku.ca

Education

PhD in Business Administration – Marketing September 2019-Present
Schulich School of Business, York University, Toronto ON

Master of Arts – Psychology (Cognition & Neuroscience Stream) 2015-2017
Arts and Science, University of Saskatchewan, Saskatoon SK
Supervisor: Dr. Lorin Elias

Bachelor of Arts 4-year – Studio Art (with Great Distinction) 2010-2015
Arts and Science, University of Saskatchewan, Saskatoon SK

Bachelor of Arts (Honours) – Psychology (with High Honours) 2011-2014
Arts and Science, University of Saskatchewan, Saskatoon SK
Supervisor: Dr. Lorin Elias

Research Experience

Research Assistant – Community Health and Epidemiology September 2018 – September 2019

- My primary role was to conduct an environmental scan of the current cancer support services and programs in Canada that are specific to Indigenous cancer patients and their families
- Secondary tasks included conducting a narrative analysis of the experiences of Indigenous patients with cancer from Saskatchewan and designing patient-oriented research communications (e.g., conference posters, stakeholder engagement newsletters)

Master's Student – Psychology September 2015 – October 2017

- Examined how functional differences between brain hemispheres contribute to 1) lateral biases exhibited during turning behaviours (e.g., posing, kissing), and 2) asymmetries of visual-spatial attention and its effect on perceptions of real-world stimuli (e.g., artworks, advertisements)
- Conducted studies involved conceptualizing and facilitating original, autonomous research. This entailed writing ethics applications, creating stimuli, recruiting participants, running experiments, analyzing data, submitting manuscripts to journals, and completing article revisions
- I created the majority of my experimental stimuli using Adobe Photoshop, programmed my own tasks on a variety of platforms (e.g., E-Prime, FluidSurveys), and for two studies, collaborated with game designers in the Department of Computer Science to make interactive tasks

Graduate Research Assistant – Social Science Research Laboratory January 2017 – May 2017

- Ran participants through experiments facilitated by the Experimental Decision Laboratory using various measurements (e.g., eye-tracking) and platforms (e.g., z-Tree, PsychoPy, Voxco)
- Conducted statistical analyses and wrote reports for researchers and industry-based clients

Site Manager – Canada Naturalistic Driving Study May 2014 – September 2015

- Managed two longitudinal studies examining behaviours of 1) light vehicle, and 2) commercial truck drivers via the Department of Human Factors from Virginia Tech Technological Institute
- Duties included preparing Canadian REB and American IRB ethics applications, recruiting and running participants from ages 18-80, and performing data acquisition maintenance

Undergraduate Research Assistant – Psychology

November 2013 – September 2015

- Planned and implemented neuropsychology research focused on functional differences between brain hemispheres. This involved facilitating all aspects of the research process (e.g., writing requests for ethical approval, running participants, analyzing data, writing manuscripts)

Instructor Experience

Project Manager for Online Research Toolkit

September 2017 – September 2018

- Wrote a successful grant proposal to SCPOR (Saskatchewan Centre for Patient-oriented Research; \$18,000) to create an online guide for conducting synthesis reviews
- In collaboration with the U of S's subject librarians, my tasks were to build the toolkit's website, write and design content to describe each stage of conducting a synthesis review (e.g., meta-analysis), and to create interactive content (e.g., instructional videos; usask.ca/synth-review)

Teaching Assistant/Guest Lecturer

April 2015 – October 2017

- Provided feedback and graded assignments for 6 courses: Skills for Academic Success (Commerce 119), Biological and Cognitive Bases of Psychology, Human Perception, Human Neuropsychology, Advanced Human Neuropsychology, and Clinical Psychology
- Instructed a Human Neuropsychology class on the topic of human attraction and a Human Perception class on the role of brain lateralization on visual biases

Relevant Volunteer Experience

President of the Psychology Graduate Students' Association

September 2015 – September 2017

- Led a team of psychology graduate students to plan social events and promote the research activities of the Department of Psychology to students and community members
- Accomplishments include creating a student-supervisor contract with the Graduate Program Chair, planning two community presentations ("Psych on Tap"), and hosting a trivia night

Associate Editor and Advisor of Social Sciences, *USURJ*

September 2014 – September 2017

- Facilitated and assisted associate editors with a double-blind peer-review process for the *University of Saskatchewan Undergraduate Research Journal*. This included recruiting peer-reviewers, copy-editing, making advertisements, and promoting the journal in classrooms

Science Outreach Instructor

September 2014 – April 2018

- Led science and mathematics-based activities for the NSERC-funded Nutrien Kamskénow program in Saskatoon's community schools and Science Ambassadors in northern Saskatchewan
- Instructing highlighted Indigenous ways of knowing with respect to understanding our natural environment, and connecting Indigenous knowledge to the activities

Graduate Funding and Award History

Ontario Graduate Scholarship (\$15,000)	May 2019
WAGS Distinguished Master's Thesis Award Nominee	June 2018
CPA Certificate of Academic Excellence for Best Master's Thesis	August 2018
University of Saskatchewan Graduate Master's Thesis Award (\$500)	May 2018
NSERC Canada Graduate Scholarships – Masters (\$17,500)	September 2016 – September 2017
CSBBCS Travel Award (\$500)	June 2017
SSRL Scholarship with Service in Experimental Research (\$5,500)	January 2017 – May 2017

Refereed Publications

7. Carr, T., **Sedgewick, J. R.**, Roberts, R., & Groot, G. (2020). Understanding Indigenous cancer stories using sharing circles. *Sage Research Methods Cases*. 1-11.
6. Smith, A., **Sedgewick, J. R.**, Weiers, B., & Elias, L. J. (2019) Is there an artistry to lighting? The complexity of illuminating three-dimensional artworks. *Psychology of Aesthetics, Creativity, & the Arts*. 1-8.
5. **Sedgewick, J. R.**, Holtslander, A., & Elias, L. J. (2019). Kissing Right? Absence of rightward directional turning bias during first kiss encounters. *Journal of Nonverbal Behavior*. 1-12.
4. Phillips, B. J., ***Sedgewick, J. R.**, & Slobodzian, A. (2018). Spokes-characters in print advertising: An update and extension. *Journal of Current Issues and Research in Advertising*. 1-15. *Equal first-authorship
3. **Sedgewick, J. R.**, Flath, M. E., & Elias, L. J. (2017). Presenting your best self(ie): The influence of gender on vertical spatial orientation of selfies on Tinder. *Frontiers in Psychology*. 8, 1-9.

Media attention: CBC online and radio, *The National Post*, *The Social*, *WIRED* (US), *MSN Lifestyle*

2. **Sedgewick, J. R.**, & Elias, L. J. (2016). Family matters: Directionality of turning bias while kissing is modulated by context. *Laterality: Asymmetries of Body, Brain, and Cognition*, 21(4-6), 1-10.

Media attention: CBC radio, *Cosmopolitan*, *Daily Mail*, *Huffington Post*, *Marie Claire*, *Maxim*, *WIRED* (US); 2nd-most viewed article in *Laterality*

1. **Sedgewick, J. R.**, Weiers, B., Stewart, A., & Elias, L. J. (2015). The thinker: Opposing directionality of lighting bias within sculptural artwork. *Frontiers in Human Neuroscience*, 9(2), 1-12.

Published Book Chapter

Sears, K., Rotter, T., **Sedgewick, J. R.**, & Medves, J. (2018). Improving patient and nurse safety: Learning from past experiences. *Fundamentals: Perspectives on the Art and Science of Canadian Nursing*.

Manuscripts under Review

Carr, T., Sedgewick, J., & Groot, G. A patient-oriented study of Indigenous peoples' experiences of cancer in Saskatchewan: A qualitative narrative analysis using sharing circles. *Canadian Medical Association Journal*.

Conference Presentations

12. **Sedgewick, J. R.**, (2020, February). *Métis student research panel*. Presented at the Gabriel Dumont Institute's 40th Anniversary Conference, Saskatoon, SK.
11. **Sedgewick, J. R.**, Williams, D. (2019, June). *Exploring Consumer Disposal through Instagram "Closet Cleaning"*. Presented at the Rupert's Land Consumer Behaviour Symposium, Saskatoon, SK.
10. **Sedgewick, J. R.** & Elias, L. J. (2018, June). *Kissing right: Lateral turning direction of kissing couples influences perceptual evaluations and consumer judgements*. Poster presented at International Congress of Applied Psychology, Montreal, CA.
9. **Sedgewick, J. R.** & Elias, L. J. (2017, June). *Look on the bright side: Associations between the element of value and vertical orientation*. Poster presented at Canadian Society for Brain, Behaviour, & Cognitive Sciences, Regina, CA.

8. **Sedgewick, J. R.** & Elias, L. J. (2017, May). *Directionality of lateral turning bias in advertisements influences consumer judgments*. Paper presented at Rupert's Land Consumer Behaviour Symposium, Regina, CA.
7. **Sedgewick, J. R.**, Flath, M. E., & Elias, L. J. (2017, May). *Presenting your best self(ie): Gender differences for the vertical orientation of self-portraits on Tinder*. Paper presented at Rupert's Land Consumer Behaviour Symposium, Regina, CA.
6. **Sedgewick, J. R.**, Smith, A., & Elias, L. J. (2017, February). *Native reading direction modulates lateral lighting biases for 3-dimensional stimuli*. Poster presented at the International Neuropsychological Society Annual Meeting, New Orleans, USA.
5. Phillips, B. J., ***Sedgewick, J. R.**, & Slobodzian, A. (2016, May). *Spokes-characters in print advertising: An update and extension*. Presented at the Rupert's Land Symposium, Saskatoon, Canada.
*Presenting author
4. **Sedgewick, J. R.** (2015, February). *Practice makes progress: How perfectionism can impede creativity and methods to promote creative flow*. Presented at the University of Saskatchewan Student Leadership Conference, Saskatoon, CA.
3. **Sedgewick, J. R.** (2014, April). *The influence of pseudoneglect on lighting preferences of sculptural artworks*. Presented at the University of Saskatchewan's annual Psychology Undergraduate Student Conference, Saskatoon, SK.
2. **Sedgewick, J. R.**, Brent, S., & Arcand, J. (2013, April). *The influence of lateralization on tattoo placement preference*. Poster presented at the University of Saskatchewan's annual Psychology Undergraduate Student Conference, Saskatoon, SK.
1. **Sedgewick, J. R.**, Neufeld, C., Bristol, A., Ankunda, L., & Morrison, M. (2013, April). *Decreasing prejudice toward Canadian Aboriginal persons through imagined intergroup contact*. Presented at the University of Saskatchewan's annual Psychology Undergraduate Student Conference, Saskatoon, SK.

Other Academe-related Activities

- Completed the non-credit course, Introduction to Teaching Online, offered through the Gwenna Moss Centre for Teaching and Learning (November 2017)
- Moderated the neuroscience session at the University of Saskatchewan's Psychology Undergraduate Research Conference (April 2017)
- Served as a graduate judge for the "Best Paper" prize for issues 3(2), 4(2), and 5(2) of the *University of Saskatchewan Undergraduate Research Journal* (March 2017, May 2018, June 2019)
- Launched and maintained eliasneuropsychologylab.com (December 2015-2017)