

JENNIFER R. SEDGEWICK

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Department of Marketing
4700 Keele Street
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EDUCATION

PhD in Business Administration – Marketing <i>Schulich School of Business, York University</i> Advisor: Dr. Theodore Noseworthy	2019 – Present
Master of Arts – Psychology (Cognition & Neuroscience) <i>Arts & Science, University of Saskatchewan</i> Advisor: Dr. Lorin Elias	2015 – 2017
Bachelor of Arts (4-year) – Studio Art (with Great Distinction) <i>Arts & Science, University of Saskatchewan</i>	2010 – 2015
Bachelor of Arts (Honours) – Psychology (with High Honours) <i>Arts & Science, University of Saskatchewan</i> Advisor: Dr. Lorin Elias	2011 – 2014

RESEARCH INTERESTS

Stereotypes	Brand activism
Cultural appropriation	Consumer guilt
Intergroup attitudes	Perception biases
Social cognition	Attentional biases

SELECTED HONOURS & AWARDS

RESEARCH GRANTS

Canadian Cancer Society Accelerator Grant Insight Grant P.I.: Dr. Gary Groot; Co-Applicants: S. Laroque, V. Duncan, T. Carr, D. Rude, C. Whiting, A. Panahi, T. Brock Co-applicant “Métis Cultural Continuity and Cancer Prevention: A Scoping Review” Total Value: \$48,605	2022
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SALARY AWARDS & FELLOWSHIPS






Joseph-Armand Bombardier Canada Graduate Scholarship (\$105,000) <i>Social Sciences and Humanities Research Council of Canada (SSHRC)</i> Proposal: Unsettling the Marketplace: The Effects of Cultural Appropriation of Indigenous Peoples by non-Indigenous People and Interventions to Reduce Indigenous Stereotypes	2020 – 2023
Ontario Graduate Scholarship (\$15,000) <i>Government of Ontario, Canada</i>	2020; Declined

Ontario Graduate Scholarship (\$15,000) <i>Government of Ontario, Canada</i>	2019
SSHRC Doctoral Fellowships (\$80,000) <i>Social Sciences and Humanities Research Council of Canada (SSHRC)</i> Proposal: The Impact of Native Reading Direction on Consumer Decisions	2018; Declined
SCPOR Training & Capacity Building & Methods Grant (\$18,000) <i>Saskatchewan Centre for Patient-Oriented Research</i> Proposal: Creating a Comprehensive Systematic Review Toolkit	2017 – 2018
SSRL Scholarship with Service in Experimental Research (\$5,500) <i>Social Sciences Research Laboratories, University of Saskatchewan</i>	2017
Canada Graduate Scholarships – Masters (\$17,500) <i>Natural Sciences and Engineering Research Council of Canada (NSERC)</i> Proposal: The Effect of Lateral Attention Biases on Retention of Pedagogical Resources	2016 – 2017
Saskatchewan Opportunity Scholarship (\$6,000) <i>Government of Saskatchewan, Canada</i>	2016
Arts & Science Aboriginal Graduate Scholarship (\$18,500) <i>University of Saskatchewan</i>	2015 – 2016
ACADEMIC HONOURS & AWARDS	
PhD Leadership Award in Research and Community Building (\$5,500) <i>Schulich School of Business, York University</i>	2022
CN Graduate Award in Indigenous Business and Leadership (\$2,500) <i>Beedie School of Business, Simon Fraser University</i>	2022
Article on list of most influential articles in the American Academy of Advertising's journals in 2019 <i>American Academy of Advertising</i> Article: Spokes-characters in print advertising: An update and extension	2020
Distinguished Master's Thesis Award Nominee <i>Western Association of Graduate Schools</i> Details: Only one master's thesis selected per institution for thesis competition in Western Canada	2018
Certificate of Academic Excellence for Best Master's Thesis <i>Canadian Psychological Association</i>	2018
University of Saskatchewan Graduate Master's Thesis Award (\$500) <i>University of Saskatchewan</i>	2018
Student Travel Award (\$500) <i>Canadian Society for Brain, Behaviour and Cognitive Science</i>	2017

PUBLICATIONS & OTHER SCHOLARLY OUTPUTS

ARTICLES IN REFEREED JOURNALS

(* = equal authorship;  = open access)

9. **Sedgewick, J. R.**, Ali, A., Badea, A., Carr, T., & Groot, G. (2021). Service providers' perceptions of support needs for Indigenous cancer patients in Saskatchewan: a needs assessment. *BMC health services research*, 21(1), 1-12. 
8. Carr, T., Arcand, L., Roberts, R., **Sedgewick, J.**, Ali, A., & Groot, G. (2020). The experiences of Indigenous people with cancer in Saskatchewan: a patient-oriented qualitative study using a sharing circle. *Canadian Medical Association Journal open*, 8(4), E852. 
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*, 15(1), 20-27.
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*, 15(1), 20-27. 
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*, 40(2), 214-228. *Equal first-authorship
*One of the most influential articles from the American Academy of Advertising's (AAA) journals in 2019
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. 
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.
*Second-most viewed article in the journal
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. 

BOOK CHAPTERS

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*.

OTHER PUBLICATIONS, PROFESSIONAL REPORTS, & KNOWLEDGE TRANSLATION

(* = equal authorship)

*Best, E., Fuentes, S., **Sedgewick, J. R.** (2021). *Disrupting the colonization of everyday life*, [zine].

Sedgewick, J. R. (2020). Summary of article "Spokes-characters in print advertising: An update

and extension” that made the list of most influential articles among the American Academy of Advertising’s journals for 2019. *YouTube video from the AAAs communication channel.* [\[Link\]](#).

Sedgewick, J. R., Carr, T. Groot, G. (2020, June). Needs assessment by service providers for Indigenous cancer supports in Saskatchewan. *Summary report provided to the Saskatchewan Health Authority and Saskatchewan Cancer Agency.*



Sedgewick, J. R., Carr, T. Groot, G. (2019, November). Sâkipakâwin: An environmental scan of provincial cancer supports for Indigenous patients and their families in Saskatchewan. *Research report provided to the Saskatchewan Health Authority and the Saskatchewan Cancer Agency.*



Sedgewick, J. R. (2018). Sealed with a Kiss: Head-turning Asymmetries during Kissing are Modulated by Context and Influence Perceptual Judgements. *Unpublished master’s thesis.* University of Saskatchewan, Saskatoon, CA.

CONFERENCE PRESENTATIONS

REFEREED CONFERENCE PRESENTATIONS

6. **Sedgewick, J. R.** (2021, June). *Engaging Indigenous populations for consumer research in a Canadian context.* Presented at and participated in the Academy of Consumer Research’s Transformative Consumer Research Virtual Dialogical Conference in the “How to engage hard-to-reach populations” track.
5. **Sedgewick, J. R.,** Ali, A., Carr, T., & Groot, G. (2020, November). *Service provider perspectives of Indigenous patients’ cancer care needs.* The Indigenous Health Research session of the Saskatchewan Health Research Showcase.
4. **Sedgewick, J. R. &** Elias, L. J. (2017, May). *Directionality of lateral turning bias in advertisements influences consumer judgments.* Rupert’s Land Consumer Behaviour Symposium, Regina, CA.
3. **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.* The Rupert’s Land Consumer Behaviour Symposium, Regina, CA.
2. Phillips, B. J., ***Sedgewick, J. R.,** & Slobodzian, A. (2016, May). *Spokes-characters in print advertising: An update and extension.* *Presenting author at the Rupert’s Land Symposium, Saskatoon, Canada.
1. **Sedgewick, J. R.** (2015, February). *Practice makes progress: How perfectionism can impede creativity and methods to promote creative flow.* University of Saskatchewan Student Leadership Conference, Saskatoon, CA.

REFEREED POSTER PRESENTATIONS

4. **Sedgewick, J. R. &** Steele, J. (2023, June). *Examining the Effects of Historical Imagery on Indigenous Stereotypes.* Accepted for the Canadian Psychological Association’s Annual Convention, Toronto, CA.
3. **Sedgewick, J. R. &** Elias, L. J. (2018, June). *Kissing right: Lateral turning direction of kissing couples influences perceptual evaluations and consumer judgements.* International Congress of Applied Psychology, Montreal, CA.

2. **Sedgewick, J. R.** & Elias, L. J. (2017, June). *Look on the bright side: Associations between the element of value and vertical orientation*. Canadian Society for Brain, Behaviour, & Cognitive Sciences, Regina, CA.
1. **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.

OTHER CONFERENCE ACTIVITIES

Conference Panelist

Sedgewick, J. R., ..., Cohen, K. (2021, June). *The final report of the national inquiry into missing and murdered Indigenous women and girls: Canadian psychology responds*. Presented on how the CPA can address Call for Justice #6.1. Canadian Psychological Association Virtual Convention.

Sedgewick, J. R., Hrenyk, J., Carter, T., Pomart, P. (2021, February). *Experiences of Indigenous business PhD students*. Panelist at the *Emerging Themes in Indigenous Business Conference*, virtually hosted by the Asper School of Business at the University of Manitoba.

Sedgewick, J. R. (2020, February). Presented research on topic of cultural appropriation for the session “*Métis student research panel*”, Gabriel Dumont Institute’s 40th Anniversary Conference, Saskatoon, SK.

Undergraduate Research Presentations

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.

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.

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.

International Seminars and Conferences Attended

Society for Consumer Psychology Annual Conference, Virtual, March 3-5, 2021

Association for Consumer Research (ACR) Annual Conference, Virtual, October 28-30, 2021

ACR Boutique Conference (Racism and Discrimination in the Marketplace), June 17-18, 2021

Society for Consumer Psychology Annual Conference, Virtual, March 4-6, 2021

ACR Annual Conference, Virtual, October 1-4, 2020

ACADEMIC & PROFESSIONAL EXPERIENCE

RESEARCH & TEACHING ASSISTANCE

Research Assistant January – June 2021
Diversity, Equity, and Inclusion (DEI) Working Group, Schulich School of Business
Supervisor: Dr. Brent Lyons
Details: Conceptualized, executed, and wrote a research report for an environmental scan of Indigenous business student supports at Canadian business schools. Results were shared with the DEI working group to inform future supports for Indigenous students at the Schulich School of Business

Research Assistant September 2018 – September 2020
Department of Community Health & Epidemiology, University of Saskatchewan
Supervisors: Dr. Gary Groot, MD; Dr. Tracy Carr
Details: Full-time position with a team conducting patient-oriented research to improve supports for Indigenous Peoples affected by cancer. Tasks included writing research grants (e.g., SSHRC Insight Grant), conducting research (e.g., an environmental scan), and disseminating research via scholarly outlets, industry reports, and knowledge translation products (e.g., stakeholder engagement newsletters)

Graduate Research Assistant January 2017 – May 2017
Social Sciences Research Laboratories, University of Saskatchewan
Details: Contract position through the Experimental Decision Laboratory entailed running participants through various measurements (e.g., eye-tracking) and platforms (e.g., z-Tree, PsychoPy), conducting statistical analyses, and writing reports for researchers and industry-based clients

Graduate Teaching Assistant April 2015 – October 2017
Department of Psychology (unless stated otherwise), University of Saskatchewan
Fall 2017: Skills for Academic Success (Commerce, Edwards School of Business)
Summer 2017: Human Neuropsychology
Winter 2017: Perception and Attention
Clinical and Counselling Psychology
Fall 2016: Advanced Human Neuropsychology
Spring 2015, Fall 2015, Spring 2016: Biological and Cognitive Bases of Psychology

Site Manager – Canada Naturalistic Driving Study May 2014 – September 2015
University of Saskatchewan (Psychology) and Virginia Tech (Human Factors)
Supervisor: Dr. Lorin Elias
Details: 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 November 2013 – September 2015
Department of Psychology, University of Saskatchewan
Supervisor: Dr. Lorin Elias
Details: Executed all aspects of the research process (e.g., writing requests for ethical approval, running participants, analyzing data, writing manuscripts) for research on brain lateralization

TEACHING EXPERIENCE

Undergraduate Course Instructor Fall 2022
Schulich School of Business, York University
Course: Introduction to Marketing (MKTG 1030)
Number of students enrolled: 55

Guest Lecturer May 2017
Schulich School of Business, York University
Course: Marketing Research (MKTG 3100)
Class topic: Experimental design

Undergraduate Course Instructor Winter 2022
Schulich School of Business, York University
Course: Introduction to Marketing (MKTG 1030)
Number of students enrolled: 50

Guest Lecturer July 2021
Schulich School of Business' Excellence Academy
Class topic: Introduction to Marketing
Details: Summer business education program for Black and Indigenous high school students in Ontario

Project Manager for Research Toolkit September 2017 – September 2018
College of Medicine, University of Saskatchewan
Supervisor: Dr. Catherine Boden
Details: In collaboration with subject librarians, I created an online, interactive guide for researchers about how to conduct each stage of a synthesis review (e.g., meta-analysis). [[Link](#)].

Guest Lecturer May 2017
University of Saskatchewan
Course: Human Neuropsychology
Class topic: The neuroscience of human attraction

Guest Lecturer March 2017
University of Saskatchewan
Course: Perception and Attention
Class topic: The influence of hemispheric differences on aesthetic preferences

CERTIFICATES, PROGRAMS, AND RELEVANT TRAINING

Decolonizing the Academy (8-module non-credit course), *York University Teaching Commons*, York University, March 2023

Building Research Relationships with Indigenous Communities (training module), *Indigenous Peoples' Health Research Centre and the Saskatchewan Centre for Patient-Oriented Research*, June 2019

Introduction to Teaching Online (non-credit course), *Gwenna Moss Centre for Teaching and Learning*, University of Saskatchewan, November 2017

SERVICE

EDITORIAL

Reviewer, *Canadian Medical Association Journal*, January 2023

Reviewer, *Canadian Psychological Association Convention*, January 2023

Reviewer, *Psychology & Marketing*, December 2022

Reviewer, *Association of Consumer Research Conference*, October 2022

Reviewer, *Canadian Medical Association Journal*, August 2022

Reviewer, *Association of Consumer Research Conference*, May 2021

“Best Paper” Award Committee, *University of SK Undergraduate Research Journal*, 2017 – 2019, 2021

Advisor of Social Sciences section, *University of SK Undergraduate Research Journal*, 2015 – 2017

Associate Editor of Social Sciences section, *University of SK Undergraduate Research Journal*, 2014 – 2015

CONFERENCE ORGANIZATION & RELATED ACTIVITIES

Moderator, *Beedie School of Business’ Indigenous MBA Capstone Gathering*, Whistler, BC, July 2022

Student Chair, *Southern Ontario Behavioural Decision Research Conference*, Toronto, ON, May 2022

Student Chair, *ACR/Sheth Foundation Doctoral Symposium*, Virtual, October 2021

Moderator, *University of Saskatchewan’s Psychology Undergraduate Research Conference*, April 2017

COMMITTEE POSITIONS

Graduate Student Representative, *Schulich’s Committee for Equity and Community*, 2020 – Present

President, *Schulich PhD Students’ Association*, 2021 – 2022

Member-at-Large, *Schulich PhD Students’ Association*, 2020 – 2021

President, *Psychology Graduate Students’ Association*, 2015 – 2017

COMMUNITY OUTREACH

Marketing Director March 2019 – February 2020

Scholarly Writing Challenge, STEM Fellowship

Details: Facilitated social media advertising and coordinated with sponsors (e.g., Canadian Science Publishing) for a high school scientific writing competition

Science Ambassador May – June 2018

Science Ambassador Program, University of Saskatchewan

Details: Provided culturally relevant and hands-on science activities to students from kindergarten to grade 12 in the Métis community of Île-à-la-Crosse, Saskatchewan

Science Outreach Instructor September 2014 – September 2018

Nutrien Kamskénow Program, University of Saskatchewan

Details: Led activities on science and mathematics in Saskatoon’s community schools through this NSERC-funded, award-winning (the Global Best Awards) outreach program

ADDITIONAL ACTIVITIES

Created and am currently maintaining a Tri-Council scholarship repository that contains informational resources and successful masters, PhD, and Postdoctoral research proposals, [[Link](#)], September 2020 – Present

Artist talk, “Second Love Beads and reclaiming identity through beadwork”, *Indigenous Students’ Association*

of York Art & Cultural Showcase, June 2021

Presenter, “Fashion as resistance” from zine “Disrupting the colonization of everyday life”, *International Indigenous Student Exchange Knowledge Fair*, April 2021

Panelist, “Information session for Indigenous undergraduate students pursuing graduate studies”, *Centre for Indigenous Students’ Services and Faculty of Graduate Studies at York University*, March 2021

Presenter, “Crafting successful grant proposals”, *York University’s Psychology Professional Development Program*, September 2020

Launched and maintained eliasneuropsychologylab.com, 2015 – 2017

SELECT MEDIA COVERAGE, SOCIAL MEDIA, & INTERVIEWS

Wired article, “*Use science (not surgery) to create your best selfie*,” March 31, 2018. [[Link](#)].

CBC News article, “*Say cheese! Selfies taken by men, women differ: researcher*,” August 21, 2017. [[Link](#)].

National Post article, “*Should Tinder selfies come with an 'object may have been manipulated' warning?*,” June 9, 2017. [[Link](#)].

Huffington Post (USA) article, “*Passionate or Platonic? What Your Kiss Could Say About Your Relationship*,” March 31, 2016. [[Link](#)].

CBC News article, “*U of S researchers look at the science of smooching*,” February 12, 2016. [[Link](#)]

CTV News article, “*Turning heads: U of S team explores psychology behind kissing*,” February 12, 2016. [[Link](#)].

Wired article, “*The 'science' of Valentine's Day, and why it makes no sense*,” February 12, 2016. [[Link](#)].

Maxim article, “*If she kisses you this way, it means you’re in the friend zone*”, February 12, 2016. [[Link](#)].

Marie Claire article, “*What the way you kiss says about your relationship: It’s all in the head tilt*,” February 12, 2016. [[Link](#)].

Cosmopolitan article, “*This 1 Thing About the Way You Kiss Says SO MUCH About Your Relationship*,” February 12, 2016. [[Link](#)].

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

Canadian Psychological Association

American Psychological Association