

Colin A. Zestcott

Curriculum Vitae (September 2018)

Department of Psychology
SUNY Geneseo
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ACADEMIC POSITIONS

- 2017-present Assistant Professor of Psychology, State University of New York at Geneseo
2012-2017 Graduate Research/Teaching Assistant, University of Arizona

EDUCATION

- Ph.D. 2017 Social Psychology, University of Arizona (Tucson, AZ)
M.A. 2014 Social Psychology, University of Arizona (Tucson, AZ)
B.A. 2012 Psychology, Macalester College (Saint Paul, MN), *cum laude*

RESEARCH INTERESTS: Attitudes and attitude change; health disparities; implicit social cognition; stereotyping and prejudice; sports; the role of metaphor in cognition.

PUBLICATIONS

- Zestcott, C. A.,** & Stone, J. (in press). The role of persuasion in health-related attitude and behavior change. In K. Sweeny & M. L. Robbins (Eds.) *The Wiley encyclopedia of health psychology (Vol. II): The social bases of health behavior*.
- Zestcott, C. A.,** Tompkins, T. L., Kozak Williams, M., Livesay, K., & Chan, K. L. (2018). What do you think about ink? An examination of implicit and explicit attitudes toward tattooed individuals. *The Journal of Social Psychology, 158*, 7-22.
- Zestcott, C. A.,** Stone, J., & Landau, M. J. (2017). The role of conscious attention in how weight serves as an embodiment of importance. *Personality and Social Psychology Bulletin, 43*, 1712-1723.

Lifshin, U., Greenberg, J., **Zestcott, C. A.**, & Sullivan, D. (2017). The evil animal: A terror management theory perspective on the human tendency to kill animals. *Personality and Social Psychology Bulletin*, *43*, 743-757.

Zestcott, C. A., Bean, M. G., & Stone, J. (2017). Evidence of negative implicit attitudes toward individuals with a tattoo near the face. *Group Processes & Intergroup Relations*, *20*, 186-201.

Zestcott, C. A., Blair, I. V., & Stone, J. (2016). Examining the presence, consequences, and reduction of implicit bias in health care: A narrative review. *Group Processes & Intergroup Relations*, *19*, 528-542.

Zestcott*, C. A., Lifshin*, U., Helm, P., & Greenberg, J. (2016). He dies, he scores: Evidence that reminders of death motivate improved performance in basketball. *Journal of Sport & Exercise Psychology*, *38*, 470-480.

*Indicates co-first authorship

Zestcott, C. A., & Brown, K. T. (2015). From the crowd to the competition: White athletes' response to racism directed at a teammate of color. *Current Psychology*, *34*, 634-643.

PAPERS UNDER REVIEW

Zestcott, C. A., & Stone, J. *Experimental evidence that a tattoo increases assigned health care cost liability*. Revise and resubmit at *Stigma and Health*.

Liang, J., Wolsiefer, K. J., **Zestcott, C. A.**, D., Chase, & Stone, J. *Evidence that gynecology care providers hold implicit biases toward women with cervical cancer*. Revise and resubmit at *Gynecologic Oncology*.

Zestcott, C.A., Stone, J., Harrison, C. K., & Bracamonte, N. *One and done: Examining the relationship between years of college basketball experience and career statistics in the national basketball association*. Under review at the *Journal of Sport and Social Issues*.

Stone, J., Moskowitz, G. B., **Zestcott, C. A.**, & Wolsiefer, K. J. *Testing active learning workshops for reducing implicit bias among majority and minority group medical students*. Under review at *Stigma and Health*.

WORKING PAPERS IN PREPARATION

Zestcott, C. A. *The interactive effects of cognition motivation and conscious attention in weight as an embodiment of importance*.

Zestcott, C. A., Spece, L., McDermott, D., & Stone, J. *Do healthcare providers express negative implicit attitudes and stereotypes toward Native American patients?*

Zestcott, C. A., Torrejon, A., & Stone, J. *Examining a target's use of subtle visual facial cues to reduce implicit prejudice.*

Branch*, S., Rabinovich*, J., Klein*, S., & **Zestcott, C. A.** *The role of explicit and implicit prejudice on decisions to hire a tattooed individual.*

*Indicates student author at SUNY Geneseo

GRANTS & AWARDS

2018 SUNY Geneseo Faculty Travel Grant. (\$800)
 2016 University of Arizona GPSC Travel Grant. (\$650)
 2015 University of Arizona College of Science Galileo Circle Scholar. (\$1,000)
 2014 University of Arizona GPSC Travel Grant. (\$500)
 2013 University of Arizona GPSC Travel Grant. (\$500)
 2012 Macalester College Travel Grant. (\$350)
 2011 McKnight Haan Ludwig Summer Research Fund.
 Project title: Athletes' intervention of racism directed at a teammate of color.
 (\$5,000)

SCHOLARLY PRESENTATIONS

a. Invited presentations

When is a clipboard just a clipboard? Consciousness of bodily cues as a moderator of embodiment effects. Invited presentation for the Social Psychology Area, University at Buffalo, March, 29, 2018.

The role of conscious attention in how weight serves as an embodiment of importance. Invited presentation for the Social Psychology Area, Lehigh University, September 4, 2017.

b. Conference presentations

Wolsiefer, K., Chase, D., Liang, J., **Zestcott, C. A.**, & Stone, J. (2018, March). *Implicit associations toward cervical cancer among gynecology healthcare professionals.* Data blitz talk given at the Health Preconference at the 19th Annual Meeting of the Society for Personality and Social Psychology, Atlanta, GA.

Zestcott, C. A. (2018, March). *The role of conscious attention and cognitive motivation in embodied cognition.* Poster presented at the 19th Annual Meeting of the Society for Personality and Social Psychology, Atlanta, GA.

- Zestcott, C. A., & Stone, J.** (2017, January). *Examining a dual-process model of embodied cognition*. Poster presented at the 18th Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Torrejon, A., **Zestcott, C. A., & Stone, J.** (2017, January). *Implicit bias reduction via recategorization for tattooed individuals who wear eyeglasses*. Poster presented at the 18th Annual Meeting of the Society for Personality and Social Psychology, San Antonio, TX.
- Zestcott, C. A., & Stone, J.** (2016, July). *Heavy thoughts: The role of conscious attention in how weight serves as an embodiment of importance*. Data blitz talk given at the 5th European Meeting on the Psychology of Attitudes, Cologne, Germany.
- Zestcott, C. A., Torrejon, A., & Stone, J.** (2016, April). *Implicit prejudice toward tattoos: Why is it so difficult to control?* Talk given at the 96th Annual Convention of the Western Psychological Association, Long Beach, CA.
- Stone, J., Moskowitz, G., & **Zestcott, C. A.** (2016, January). *Testing a brief, active learning workshop for reducing implicit bias among medical students*. Talk given at the 17th Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Zestcott, C. A., & Stone, J.** (2016, January). *The role of conscious attention in how weight serves as an embodiment of importance*. Poster presented at the 17th Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Torrejon, A., **Zestcott, C. A., & Stone, J.** (2016, January). *Eyeglasses reduce implicit prejudice toward people with a tattoo*. Poster presented at the 17th Annual Meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Zestcott, C. A.** (2015, August). *The role of conscious awareness in the limitations of weight as an embodiment of importance*. Talk presented at the University of Arizona Department of Psychology Graduate Student Data Blitz, Tucson, AZ.
- Filipski, A., Chan, K., Roberts, P., Tompkins, T., Kozak Williams, M., Livesay, K., & **Zestcott, C. A.** (2015, May). *What do you think about ink?: Evidence of mixed associations between implicit and explicit attitudes toward tattooed individuals*. Poster presented at the 27th Annual Convention of the Association for Psychological Science, New York, NY.
- Zestcott, C. A., & Stone, J.** (2015, February). *Positively valenced images do not reduce implicit prejudice toward tattooed individuals*. Poster presented at the 16th Annual Meeting of the Society for Personality and Social Psychology, Long Beach, CA.
- Zestcott, C. A.** (2014, July). *Exploring the parameters of implicit bias against individuals with a tattoo*. Talk given at the 1st Attitudes and Social Influence Conference, Catalina Island, CA.

- Zestcott, C. A.** (2014, February). *Evidence of negative implicit attitudes toward individuals with a tattoo*. Data blitz talk given at the Attitudes Preconference at the 15th Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.
- Zestcott, C. A., Stone, J., & Bean, M. G.** (2014, February). *Evidence of implicit bias against people with a tattoo*. Poster presented at the 15th Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.
- Westcott*, C. A.** (2013, March). *Uncovering the tattoo taboo: Implicit bias about people with tattoos*. Talk presented at the 2nd Social Psychologists of Arizona Meeting, Tucson, AZ.
- Westcott*, C. A., & Brown, K. T.** (2013, January). *From the crowd to the competition: White student-athletes' response to racism directed at a teammate of color*. Poster presented at the 14th Annual Meeting of the Society for Personality and Social Psychology, New Orleans, LA.
- Westcott*, C. A., & Brown, K. T.** (2012, May). *From the crowd to the competition: White student athletes' intervention of racism directed at a teammate of color*. Poster presented at the 84th Annual Midwestern Psychological Association Meeting, Chicago, IL.

Note: *Last name changed to Zestcott from Westcott in December 2013.

TEACHING EXPERIENCE

SUNY Geneseo

PSYC 251: Introduction to Behavioral Research Methods
Terms: Fall 2017, Spring 2018, Fall 2018

PSYC 350: Social Psychology
Terms: Fall 2017, Spring 2018, Summer 2018, Fall 2018

PSYC 355: Psychology of Personality
Terms: Fall 2017

PSYC 452: Psychology of Attitudes
Terms: Fall 2018

University of Arizona

PSY 360: Introduction to Social Psychology
Terms: Summer 2015, Summer 2016

PSY 352: Personality Psychology
Terms: Summer 2014, Winter 2015

PROFESSIONAL SERVICE

Ad Hoc Reviewer:

Advances in Mental Health
Cultural Diversity and Ethnic Minority Psychology
Group Processes & Intergroup Relations
Journal of Personality and Social Psychology
Personality and Social Psychology Bulletin
PLOS ONE
SAGE Open
Teaching and Learning in Medicine

Leadership Experience:

SUNY Geneseo

Department of Psychology Student Affairs Committee member (2017-present)
 McNair Scholarship Board member (2018-present)
 Student-Athlete Faculty Advocate (2018-present)
 Department of Psychology Alumni Relations Committee member (2018-present)
 Cultural Competency Certificate Program advisory group member (2018-present)
 Open Education Resource faculty panel discussant (2018)

University of Arizona

Social Psychology Area hiring committee student representative (2016)
 University of Arizona Psychology Graduate Student Representative (2014-2016)
 University of Arizona GPSC Travel Grant Reviewer (2013-2014, 2016)
 Assistant organizer for the 2nd Social Psychologists of Arizona Meeting (2013)

PROFESSIONAL AFFILIATIONS

Association for Psychological Science (APS)
 Psi Chi
 Society for the Psychological Study of Social Issues (SPSSI)
 Society of Personality and Social Psychology (SPSP)
 Western Psychological Association (WPA)

PRESS/MEDIA COVERAGE AND PARTICIPATION

Selected radio media coverage:

- Up All Night on BBC Radio 5 (interview starts around minute 26):
<http://www.bbc.co.uk/programmes/b080x5v5>

Selected print media coverage:

- UA News: <https://uanews.arizona.edu/story/study-links-athletic-performance-mortality>
- The Washington Post (2016): <https://www.washingtonpost.com/news/speaking-of-science/wp/2016/11/04/can-the-fear-of-death-instantly-make-you-a-better-athlete/>
- The Washington Post (2017): https://www.washingtonpost.com/news/to-your-health/wp/2017/10/04/why-do-people-give-blood-after-disasters-but-not-during-blood-drives/?utm_term=.b7db62f0502a
- The Daily Mail: <http://www.dailymail.co.uk/sciencetech/article-3899444/Is-thinking-death-key-success-Terror-management-study-finds-thinking-mortality-boost-performance.html>
- The Telegraph: <http://www.telegraph.co.uk/news/2016/11/02/want-to-be-more-successful-try-thinking-about-death---study/>
- United Press International: http://www.upi.com/Science_News/2016/10/31/Can-an-existential-scare-spook-an-athlete-into-improved-performance/7691477943072/
- The Pacific Standard: <https://psmag.com/reminders-of-mortality-can-motivate-athletes-b15123158b84#.7jd8jcm4f>
- Athletic Business: <http://www.athleticbusiness.com/college/new-athletic-performance-motivator-impending-death.html>
- Paris Guardian: <http://www.parisguardian.com/index.php/sid/249034387>
- Medical News Today: <http://www.medicalnewstoday.com/articles/313836.php>
- MedicalResearch.com: <https://medicalresearch.com/author-interviews/thinking-about-death-motivates-athletes-to-do-better/29376/>
- The Times: <http://www.thetimes.co.uk/edition/news/sport-it-really-is-a-deadly-serious-issue-mwcnw9sk3>
- The New Zealand Herald: http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=11741605
- Science Daily: <https://www.sciencedaily.com/releases/2016/11/161101103242.htm>