

Colin A. Zestcott
Curriculum Vitae (June 2020)

Department of Psychology & Sociology
The College of St. Scholastica
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ACADEMIC POSITIONS

- 2019-present Assistant Professor, Department of Psychology and Sociology, The College of St. Scholastica (Duluth, MN)
- 2017-2019 Assistant Professor, Department of Psychology, State University of New York at Geneseo (Geneseo, NY)

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 (St. Paul, MN), *cum laude*

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

PUBLICATIONS

- Zestcott, C. A.**, Spece, L., McDermott, D., & Stone, J. (in press). Health care providers' negative implicit attitudes and stereotypes of American Indians. *Journal of Racial and Ethnic Health Disparities*.
- 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.**, Dickens, J., Bracamonte, N., Stone, J., & Harrison, C. K. (2020). One and done: Examining the relationship between years of college basketball experience and career statistics in the national basketball association. *Journal of Sport and Social Issues*, 44, 299-315.

- Stone, J., Moskowitz, G. B., **Zestcott, C. A.**, & Wolsiefer, K. J. (2020). Testing active learning workshops for reducing implicit bias among majority and minority group medical students. *Stigma and Health, 5*, 94-103.
- Zestcott, C. A.**, & Stone, J. (2019). Experimental evidence that a patient's tattoo increases their assigned health care cost liability. *Stigma and Health, 4*, 442-449.
- Liang, J., Wolsiefer, K. J., **Zestcott, C. A.**, Chase, D., & Stone, J. (2019). Implicit bias toward cervical cancer: Provider and training differences. *Gynecologic Oncology, 153*, 80-86.
- 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.**, Ruiz, J. M., & Stone, J. *The relationship between Whites' racial prejudice and their own cardiovascular disease mortality risk: A state-level analysis.* Under review at the *Annals of Behavioral Medicine.*

WORKING PAPERS IN PREPARATION

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

*Indicates student author at SUNY Geneseo

DiRienzo*, F., & Zestcott, C. A. *“You look like a criminal”:* Interactive effects of tattoo type and location on mock criminal sentencing judgement.

*Indicates student author at SUNY Geneseo

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

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

GRANTS & AWARDS

2020	The College of St. Scholastica Faculty Development Travel Grant. (\$1,250)
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 and workshops

The role of implicit bias in health disparities. Invited presentation for Anthropology 302: Medical Anthropology, SUNY Geneseo, February 22, 2019.

Conversations to inspire change: Dialogue on whiteness (w/ Robbie Routenberg). Dialogue presented to the faculty at SUNY Geneseo, February 12, 2019.

Understanding the presence of implicit bias in the classroom. Workshop presented to the Finger Lakes Master Teacher Program, February 9, 2019.

What is implicit bias? Workshop presented to the SUNY Geneseo Advancing Cultural Competency Certificate program, November 5 & 8, 2018.

Persuasion and misinformation. Invited presentation for Honors 202: Misinformation, Disinformation, and Fake News, SUNY Geneseo, April 11, 2018.

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

Branch*, S., Rabinovich*, J., & **Zestcott, C. A.** (2020, February). *The applicant with the full sleeve of tattoos: The moderating role of explicit attitudes on hiring a tattooed job applicant.* Poster presented at the 21st Annual Meeting of the Society for Personality and Social Psychology, New Orleans, LA.

*Indicates student author at SUNY Geneseo

Klein*, S., & **Zestcott, C. A.** (2020, February). *Dance in Black and White: Examining the stereotypes of Black and White ballerinas and hip-hop dancers.* Poster presented at the 21st Annual Meeting of the Society for Personality and Social Psychology, New Orleans, LA.

*Indicates student author at SUNY Geneseo

Branch*, S., Rabinovich*, J., Klein*, S., & **Zestcott, C. A.** (2019, February). *Examining perceptions of tattoos on hiring decisions.* Poster presented at the 20th Annual Meeting of the Society for Personality and Social Psychology, Portland, OR.

*Indicates student author at SUNY Geneseo

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

The College of St. Scholastica

PSY 1105: General Psychology

Terms: Fall 2019

PSY 3327: Social Psychology

Terms: Fall 2019, Spring 2020

PSY 3330: Research Methods

Terms: Spring 2020, Summer 2020

SUNY Geneseo

PSYC 251: Introduction to Behavioral Research Methods

Terms: Fall 2017, Spring 2018, Fall 2018, Spring 2019

PSYC 350: Social Psychology

Terms: Fall 2017, Spring 2018, Summer 2018, Fall 2018, Spring 2019, Summer 2019

PSYC 355: Psychology of Personality

Terms: Fall 2017

PSYC 452: Psychology of Attitudes

Terms: Fall 2018, Spring 2019

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
Motivation and Emotion
Personality and Social Psychology Bulletin
PLOS ONE
Research Quarterly for Exercise and Sport
SAGE Open
Stigma & Health
Teaching and Learning in Medicine

Leadership Experience:

The College of St. Scholastica

Faculty representative to the Athletic Advisory Committee (3-year term, 2020-present)
 McNair Scholarship mentor (2020-present)
 Psychology Club (PASS) advisor (2019-present)
 18th Annual Twin Port Undergraduate Psychology Conference session moderator (2020)

SUNY Geneseo

Department of Psychology student affairs committee member (2017-2019)
 McNair Scholarship board member and mentor (2018-2019)
 Student-athlete faculty advocate (2018-2019)
 Department of Psychology alumni relations committee member (2018-2019)
 Advancing Cultural Competency Certificate advisory group member (2018-2019)
 Department of Psychology hiring committee member (2018-2019)
 Open Education Resource faculty panel discussant (2018)

University of Arizona

Social Psychology Area hiring committee student representative (2016)
 Department of Psychology graduate student representative (2014-2016)
 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 of Personality and Social Psychology (SPSP)

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:

- The Lamron: <https://www.thelamron.com/posts/2018/12/6/psychology-students-explore-tattoo-bias-conduct-extensive-academic-research?rq=zestcott>
- UA News: <https://uanews.arizona.edu/story/study-links-athletic-performance-mortality>
- The Washington Post (2016): <https://www.washingtonpost.com/news/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>