

# HELENA BLACKMORE

## Doctoral Researcher and Tutor

*I have completed a MSc in Cognitive Neuroscience and I am currently working towards my PhD in the Sussex Ingestive Behaviour lab. I am passionate about teaching and mentoring. I enjoy data analysis and data visualisation using R, and I generally love learning new things. You can see some of my projects [here](#)*



## SKILLS

### Data and Research skills

- experimental **design**
- experimental implementation using a **variety of software** (e.g. Inquisit, PsychoPy, Qualtrics)
- recruitment of participants
- **data visualisation, analysis and interpretation using R and Python**
- high quality write up of the studies for [Publications](#)
- presentation of results at conferences
- **communication of research** to non-technical audiences and stakeholders
- HE **teaching** and UG research project **supervision**
- excellent time and project management



## EDUCATION

2022

### University of Sussex

PhD Experimental Psychology

📍 Brighton, UK

*Thesis:* Matching consumer expectations to product delivery: testing the value of a multi-expectation model in enhancing consumer acceptance of lower alcohol beers

2018

### University of Sussex

MSc Cognitive neuroscience

📍 Brighton, UK

*Dissertation:* The effect of individual differences on inhibitory control training and subsequent food choices

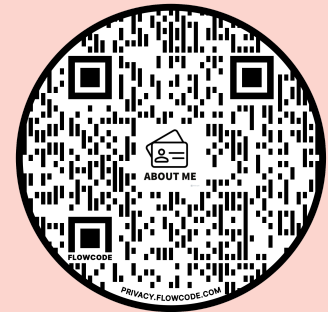
2016

### The Open University

BSc (honours) Psychology


📍 London, UK

First class Honours degree from the Open University.




## CONTACT INFO

 [linked-in](#)

 [helena.blackmore@gmail.com](mailto:helena.blackmore@gmail.com)

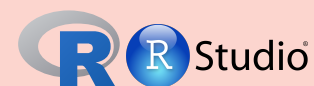
 [github.com/HelenaBlackmore](https://github.com/HelenaBlackmore)

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References available on request

## TECH SKILLS





## TEACHING EXPERIENCE

2018-  
2021

### Doctoral Tutor

University of Sussex

📍 Brighton, UK

I have assisted in practical teaching and prepared and taught small group seminars on the following Psychology modules: **Psychology as a science, Analysing data ,Discovering statistics, Cognitive Psychology, Brain and behaviour,Psychobiology**  
The topics covered in these modules were statistics, research methods and neuroscience - my three favourite things!

2021

### CFG Instructor: Introduction to Python

Code First Girls

📍 Remote, UK

I have completed a CFG Fellowship, as part of which I taught a group of women basics of Python coding.



## PUBLICATIONS

2020

### The effect of implicit and explicit extrinsic cues on hedonic and sensory expectations in the context of beer

**Blackmore, H.,** Hidrio, C., Godineau, P. & Yeomans, M. R.

*Food Quality and Preference*, 81(2020), 103855.

<https://doi.org/10.1016/j.foodqual.2019.103855>

2021

### A taste of things to come: The effect of extrinsic and intrinsic cues on perceived properties of beer mediated by expectations.

**Blackmore, H.,** Hidrio, & Yeomans, M. R.

*Food Quality and Preference*, 94(2021), 104326.

<https://doi.org/10.1016/j.foodqual.2021.104326>



## PUBLIC ENGAGEMENT & VOLUNTEERING

November  
2021

### Festival of social science

Food Carbon Footprint workshop

📍 Remote

Design and delivery of workshop educating consumers about the effects of our diet on climate change.

### Widening participation



## COURSES AND CERTIFICATES

CFG Introduction to Python (2021)

CFG Data and SQL (2021)

Linked-in: Python for Data Science (2021)

CFG Hackathon: Hack your Carbon footprint (2021)

CFG: Fellowship (2021)

CFG Introduction to Web development (in progress)

## TECH PROJECTS

### CARBON RECEIPTS

+ a Data Intensive Science Centre at University of Sussex project to process and visualise carbon footprint of food shopping receipts  
+ I sourced data, build a dashboard  
+ tech skills: **Dash & Plotly in Python, css**  
[app link](#)

### DATA VIZ WEBSITE

+ CFG web development course project  
+ I created a website about data visualisation  
+ tech skills: **html, css, javascript**  
[github link](#)

### COVID-19 DATA VIZ

+ CFG Introduction to Python project  
+ I analysed UK wide and world-wide vaccination progress  
+ tech skills: **Pandas, Seaborn, Geopandas in Python**  
[github link](#)

### PERSONAL WEBSITE

+ personal website focused on sharing academic information (orcid, publications, academic posters etc.)  
+ tech skills: **R, R markdown**  
[web link](#)

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*Last updated on 2021-11-25.*