HELENA BLACKMORE

Doctoral Researcher and Tutor

I have completed a MSc in Cognitive Neuroscience and I am a 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 stake-holders
- 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
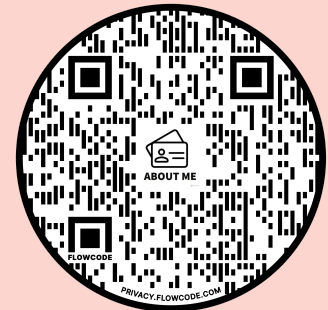
2016

The Open University
BSc (honours) Psychology 📍 London, UK

First class Honours degree from the Open University.

CONTACT INFO

 linked-in

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 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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