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### **EDUCATION AND TRAINING**

- 2015                    **PhD** in Psychology  
University of Nevada, Reno (UNR)  
Advisor: Linda Hayes
- 2011                    **MS** in Behavior Analysis  
University of North Texas (UNT)  
Advisor: Traci Cihon
- 2008                    **BS** in Psychology  
Georgia Institute of Technology  
Advisor: Ruth Kanfer

### **PROFESSIONAL CERTIFICATIONS**

- 2018 – 2021            Licensed Behavior Analyst (LBA): Texas  
License #2684
- 2014 – Present        Board Certified Behavior Analyst-Doctoral (BCBA-D)  
Certification #1-14-16480

### **AWARDS AND PROFESSIONAL HONORS**

- 2016                    Organizational Behavior Management (OBM) Network Scholarly Impact  
Award

### **PROFESSIONAL EXPERIENCE**

#### **Applied Experience**

- 2021 – Present        Data Analyst, Behavioral Health Center of Excellence (BHCOE)
- 2021 – Present        Secretary-Treasurer, TxABA
- 2019                    Behavior Analyst Consultant, Collaborative Behavior Solutions
- 2018 – 2019           Behavioral Economist, The Fabulous
- 2018 – 2021           Executive Director, Texas Association for Behavior Analysis  
(TxABA)
- 2018 – 2020           Co-Founder and Owner, Zuce Technologies, LLC
- 2017                    Consultant, ChangePartner, Inc.
- 2016 – 2017           Classroom Facilitator, Koan School

2014	Co-Instructor, UNT Study Abroad in Behavior Analysis: Education, Language, and Culture in Italy TICE Center in Italy
2012	Tutor, FitLearning, Reno
2011 – 2012	Graduate Assistant, Honors Program Office of Undergraduate Fellowships, UNR
2010	Intern, Morningside Academy, Summer School Institute
2010	Intern, HeadSprout (now Learning A-Z)
2010 – 2011	Online Course Instructor, UNT Department of Behavior Analysis
2009 – 2011	Teaching Assistant, UNT Department of Behavior Analysis
2008 – 2010	Animal Husbandry Manager, Heard Natural Science Museum

### Academic Appointments

2018 – present	Adjunct Faculty, The Chicago School of Professional Psychology (TCSPP) Dallas, Department of Applied Behavior Analysis
2017 – 2018	Section Instructor, Simmons College Department of Behavior Analysis
2015 – 2016	Post-Doctoral Fellow, University of Vermont (UVM) Vermont Center on Behavior and Health
2014	Adjunct Faculty, Truckee Meadows Community College (TMCC) Department of Psychology
2011 – 2018	Adjunct Faculty, UNR Department of Psychology

### Peer Review and Editorial Experience

2020	<i>The Journal of Applied Behavior Analysis</i> <b>Guest Reviewer</b>
2020	<i>Behavior Analysis in Practice</i> <b>Guest Reviewer</b>
2017 – 2018	<i>The Journal of the Experimental Analysis of Behavior</i> <b>Guest Reviewer</b>
2016 – 2017	<i>Behavior and Social Issues</i> <b>Guest Reviewer</b>
2016 – 2017	<i>SIG CHI</i> <b>Guest Reviewer</b>
2016	<i>Tobacco Regulatory Science</i> <b>Guest Reviewer</b>
2015 – 2016	<i>CHI PLAY</i> <b>Guest Reviewer</b>
2015	<i>SAGE Open</i> <b>Guest Reviewer</b>

2014	<i>The Mexican Journal of Behavior Analyst</i> <b>Guest Reviewer</b>
2014	<i>The Psychological Record</i> <b>Guest Reviewer</b>
2013 – 2015	<i>Behavior Analyst Digest</i> <b>Technology Editor</b>
2013	<i>The Behavior Analyst</i> <b>Guest Reviewer</b>
2013 – 2020	<i>Journal of Organizational Behavior Management</i> <b>Guest Reviewer</b>

### **Community Contributions and Service**

2018 – present	Member, TCSPP Community Advisory Board
2017 – 2018	Vice President, Behaviorist for Social Responsibility TxABA Special Interest Group (SIG)
2017 – 2018	Track Coordinator, TxABA
2015 – 2017	Chair, Behavior Analysis and Technology Association for Behavior Analysis International (ABAI) SIG
2012 – 2015	Student Representative, ABAI Executive Council
2011 – 2013	Secretary/Treasurer, Nevada Association for Behavior Analysis (NABA)
2010 – 2012	Student Representative, Verbal Behavior ABAI SIG
2009 – 2010	President, Organization for Reinforcement Contingencies with Animals (ORCA)

## **TEACHING EXPERIENCE**

### **Graduate, TCSPP**

AB541TX	Concepts and Principles II
AB545TX	Measurement and Design
AB546TX	Diversity in Clinical Practice
AB563TX	Verbal Behavior
AB565TX	Professional Ethics
AB576TX	Scientific Writing
AB590TX	Professional Development

### **Graduate, Simmons College**

BEHVO 415	Introduction to Single Subject Research Designs (online)
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### **Graduate, UNR**

PSY 699	Ethics and Professional Issues (online)
PSY 699	Research Methods (online)

PSY 607	Applied Behavior Analysis (online)
PSY 766	Behavior Analysis Practicum 1 (online)
PSY 767	Organizational Behavior Management (online)

#### **Graduate, UNT**

BEHV 5130	Basic Behavior Principles (online)
BEHV 5250	Improving Staff Performance (online)

#### **Undergraduate, UNR**

HON 200B	Freshmen and Sophomore University Seminar
PSY 205	Elementary Principles of Behavior Analysis
PSY 210	Statistical Methods for Psychology
PSY 240	Research Methods in Psychology
PSY 419	Conditioning and Learning
PSY 473	Radical Behaviorism
PSY 407	Applied Behavior Analysis

#### **Undergraduate, TMCC**

PSY 101	Introduction to Psychology
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#### **Undergraduate, UNT**

BEHV 2300	Behavior Principles I
BEHV 2700	Behavior Principles II

### **FINANCIAL AWARDS**

#### **Received**

2012 – 2013	\$3,000	UNR Graduate Student Access Grant
2009	\$1,500	UNT Graduate Student Grant
2008 – 2010	\$15,000	UNT BHV Graduate Fellowship

#### **Submitted but not Awarded**

2020	\$1,150,000	NIH SBIR Grant to develop VR behavioral interventions for individuals diagnosed with autism
2013	\$25,000	UNR Bilinski Foundation Fellowship (Dissertation Fellowship)
2012	\$36,709.54	Nevada Office of Traffic Safety (Department of Public Safety)

## PEER REVIEWED PUBLICATIONS

- Jacobs, K. J., **Morford, Z. H.**, & King, J. E. (2019). Disequilibrium in behavior analysis: A disequilibrium theory redux. *Behavioural Processes*, 162, 197-204.
- Stephens, C. J., **Morford, Z. H.**, Cihon, T. M., Forand, E. H., & Neri-Hernandez, L. (2018). Exploring the impact of global studies experiences on undergraduate student development: Some curricular considerations. *Frontiers: The Interdisciplinary Journal of Study Abroad*, 30, 63-76.
- Gaalema, D. E., Elliott, R. J., **Morford, Z. H.**, Higgins, S. T., & Ades, P. A. (2017). Effect of socioeconomic status on propensity to change risk behaviors following myocardial infarction: Implications for healthy lifestyle medicine. *Progress in Cardiovascular Diseases*, 60, 159-168.
- Morford, Z. H.**, Gaalema, D., Elliott, R., Ades, P., & Higgins, S. (2017). Ongoing survey of alternative nicotine and tobacco use among cardiac patients. *Drug and Alcohol Dependence*, 171, e149.
- Jacobs, K. W., **Morford, Z. H.**, King, J. E., & Hayes, L. J. P. (2017). Predicting the effects of interventions: A tutorial on the disequilibrium model. *Behavior Analysis in Practice*, 10, 195-208.
- Houmanfar, R. A., Alavosius, M. P., **Morford, Z. H.**, Herbst, S. A., & Reimer, D. (2015). Functions of organizational leaders in cultural change: Financial and social well-being. *Journal of Organizational Behavior Management*, 35, 4-27.
- Linehan, C., Bellord, G., Kirman, B., **Morford, Z.H.**, and Roche B. (2014). Learning Curves: Analysing Pace and Challenge in Four Successful Puzzle Games. In *Proceedings of the first ACM SIGCHI annual symposium on computer-human interaction in play (CHI PLAY '14)*. ACM, New York, NY, 181-190.
- Morford, Z. H.**, Witts, B. N., Killingsworth, K. J., & Alavosius, M. P. (2014). Gamification: The intersection between behavior analysis and game design technologies. *The Behavior Analyst*, 37, 25-40.
- Cihon, T. M., **Morford, Z.**, Stephens, C. J., Morrison, D., Shrontz R., & Kelly, K. L. (2013). The effects of large-group instruction, modeling, or see the sound/visual phonics on undergraduate students learning to read Italian. [Special Issue]. *Reading in a Foreign Language*, 25, 1-25.
- Morford, Z. H.**, & Cihon, T. M. (2013). Developing an experimental analysis of metacontingencies: Considerations regarding cooperation in a four-person prisoner's dilemma game. *Behavior and Social Issues*, 22, 5-20.

## NON-PEER REVIEWED PUBLICATIONS

- Morford, Z. H.** (2014). Self-management as a real life video game. *Behavior Analysis Digest International*, 26, 1-4.

**Morford, Z.** (2009). Class participation improves student performance. *Behavior Analyst Digest*, 21, 9-10.

## PROFESSIONAL PRESENTATIONS AND WORKSHOPS

**Morford, Z. H.** (2022, March). Using supervised machine learning to predict turnover in ABA organizations. Presentation at CalABA 40<sup>th</sup> Annual Western Regional Conference on Behavior Analysis. Santa Clara, CA.

**Morford, Z. H.** (2020, Jan.). How to gamify ABA interventions. Workshop presented to SEEK Education, Inc. San Gabriel, CA.

**Morford, Z. H.** (2018, Sep.). Leveling up behavior analysis with gamification. Presentation at The Chicago School of Professional Psychology. Dallas, TX.

**Morford, Z. H.** (chair), Jacobs, K. W., Friedel, J., & DeHart, W. B. (2018, May). There's More Than One Tool in the Toolkit: Statistics for Behavior Analysts. Symposium presented at the 44<sup>th</sup> Annual Meeting of the Association for Behavior Analysis International. San Diego, CA.

**Morford, Z. H.** (chair), Stedman-Falls, L., Diaz, A., & Villegas, A. C. (2018, May). On the bidirectional influence of behavior analysis and technology. Panel presented at the 44<sup>th</sup> Annual Meeting of the Association for Behavior Analysis International. San Diego, CA.

**Morford, Z. H.**, Jacobs, K. W., King, J. E., Hayes, L. J. P. (2017, Feb.). *Using the disequilibrium model to predict the effects of interventions: A tutorial*. Poster presented at the 2017 meeting of the Texas Association for Behavior Analysis. Austin, TX.

**Morford, Z. H.**, Gaalema, D. Elliott, R., Ades, P., & Higgins, S. T. (2016, June). *Ongoing survey of alternative nicotine and tobacco use among cardiac patients*. Poster presented at the 2016 meeting of the College on Problems in Drug Dependence. Palm Springs, CA.

**Morford, Z. H.**, Gaalema, D. E., Elliott, R., Ades, P. A., & Higgins, S. T. (2015, October). *Preventative care behaviors following a myocardial infarction: Differences by socioeconomic status*. Poster presented at the 3<sup>rd</sup> Annual Vermont Center on Behavior and Health Conference. Burlington, VT.

**Morford, Z. H.**, & Hayes, L. J. P. (2015, May). *Using an adjusting procedure to assess preference for choice with humans*. Poster presented at the 41<sup>st</sup> Annual Meeting of the Association for Behavior Analysis International. San Antonio, TX.

Heys, J., MacDonald, J. S., & **Morford, Z. H.** (discussant). (2015, May). Computer gaming and behavior analysis. Symposium presented at the 41<sup>st</sup> Annual Meeting of the Association for Behavior Analysis International. San Antonio, TX.

**Morford, Z. H.**, & Hayes, L. J. P. (2015). *Ubiquitous computing and the ludification of behavior science: Interactions obtaining in an evolving technological environment*. Symposium conducted at the 4<sup>th</sup> Annual California-Nevada Conference. Reno, NV

**Morford, Z. H.**, & Hayes, L. J. P. (2014). Formulating a behavioral account of games, *Games, game mechanics, and neuromechanics*. Symposium conducted at the 7<sup>th</sup> Annual Meeting of the European Association for Behavior Analysis. Stockholm, Sweden.

- Morford, Z. H.,** & Hayes, L. J. P. (2014). Playing to Learn: Formulating a behavioral account of games. In J. Rung (Chair), *Behavior Can Be "All Fun and Games:" Gamification Research and Applications*. Symposium conducted at the 40<sup>th</sup> Annual Meeting of the Association for Behavior Analysis International. Chicago, IL.
- Morford, Z. H.,** Killingsworth, K. J., Witts, B. N., & Alavosius, M. P. (2013). Gamification: Taking inspiration from successful game design. In K. Killingsworth (Chair), *Behavior Analysis and Modern Technology: Behavior Change in the Digital Age*. Symposium conducted at the 39<sup>th</sup> Annual Meeting of the Association for Behavior Analysis International. Minneapolis, MN.
- Morford, Z. H.,** & Vaidya, M. (2012). *Examining the utility of the cultural materialist approach*. Poster presented at the Association for Behavior Analysis International Theory and Philosophy Conference. Santa Fe, NM.
- Killingsworth, K.J., **Morford, Z.H.,** Brown, T.W., Leeming, E.M., Magoon, M.A., & Alavosius, M.P. (2012). *Working together on green, part I: An annotated bibliography*. Poster presented at the Annual Meeting of the Nevada Association for Behavior Analysis. Reno, NV.
- Killingsworth, K. J., **Morford, Z. H.,** Brown, T. W., Leeming, E. M., Magoon, M. A., & Alavosius, M. P. (2012). *Working together on green, part I: An annotated bibliography*. Poster presented at the 1<sup>st</sup> Behavior Change for Sustainable Worlds Conference. Columbus, OH.
- Morford, Z. H.,** Cihon, T. M., & Glenn, S. S. (2012). *The effects of fines on cooperation in a four-person prisoner's dilemma game*. Poster presented at the 38<sup>th</sup> Annual Meeting of the Association for Behavior Analysis International. Seattle, WA.
- Morford, Z. H.,** Cihon, T. M., & Glenn, S. S. (2011). *The effects of fines on cooperation in a four-person prisoner's dilemma game*. Poster presented at the Annual Meeting of the Nevada Association for Behavior Analysis. Reno, NV.
- Morford, Z. H.,** Kelly, K. J., Shrontz, R. E., Cihon, T. M., and Stephens, C.J. (2011). Comparing the Effects of See the Sound/Visual Phonics or Echoic Training on Undergraduate Students' Production of Italian Phonemes. In T. M. Cihon (Chair), *Behavior Analysis and Foreign Language Instruction: Current Trends and Potential Applications*. Symposium conducted at the 37<sup>th</sup> Annual Meeting of the Association for Behavior Analysis International. Denver, CO.
- Morford, Z. H.** (2011, April). *Analyzing the Effects of Metacontingencies on Interlocking Behavioral Contingencies*. Presentation at the Behavior Analysis Research Colloquia at the University of North Texas, Denton, TX.
- Cihon, T. M., Stephens, C., Kelly, K. J., **Morford, Z.,** Dracoby, J., and Morrison, D. (2010, November). *An Interdisciplinary Collaboration to Facilitate Foreign Language Acquisition: Implications for Research and Practice in Verbal Behavior*. Presentation at the annual meeting of the Missouri Association for Behavior Analysis, St. Louis, MO.
- Kelly, K. J., & **Morford, Z.** (2010, October). *The Effects of See-the-Sound/ Visual Phonics on Undergraduate Students' Production of Italian Phonemes*. Presentation at the Behavior Analysis Research Colloquia at the University of North Texas, Denton, TX.
- Tucker, K., Hinnenkamp, J., **Morford, Z.,** Kalafut, K., & Rosales-Ruiz, J. (2009, May). *Assessing and expanding the behavior of primates in captivity*. Poster presented at the 35<sup>th</sup> Annual Meeting of the Association for Behavior Analysis International. Phoenix, AZ.

## **PROFESSIONAL MEMBERSHIPS**

2022 – Present	California Association for Behavior Analysis (CalABA)
2021 – 2022	Behavioral Science & Policy Association
2017 – Present	Texas Association for Behavior Analysis (TxABA)
2014 – 2015	European Association for Behavior Analysis
2010 – 2015	Nevada Association for Behavior Analysis (NABA)
2010 – 2012	Texas Association for Behavior Analysis (TxABA)
2008 – Present	Association for Behavior Analysis International (ABAI)