

# Ke Zhang

University of British Columbia  
Department of Psychology  
Centre for Gambling Research  
4<sup>th</sup> Floor – 6398 University Blvd  
Vancouver, BC Canada V6T 1Z4

Phone: +1 778 885 6912  
Email: kezhang@psych.ubc.ca  
Homepage: <https://kezhang.ca>  
LinkedIn: [www.linkedin.com/in/KeZhang0904](https://www.linkedin.com/in/KeZhang0904)

## Research Interests

Behavioural Economics, Gambling, Financial Health, Cognitive Behavioural Intervention, Data Science

## Education

- |                     |  |
|---------------------|--|
| Sep 2018 – May 2023 | PhD in Cognitive Psychology, UBC<br>Specialization: The application of behavioural economics in gambling research<br>Supervisor: Dr. Luke Clark  |
| Sep 2016 – Aug 2018 | MA in Cognitive Psychology, UBC<br>Thesis: The severity of gambling problem and loss aversion in healthy gamblers: the implications of Prospect Theory in Gambling<br>Supervisor: Dr. Luke Clark |
| Sep 2011 – Apr 2016 | BAs in Economics and Psychology, UBC<br>Thesis: The effectiveness of water supply and sanitation in child diarrhea<br>Supervisor: Dr. Nisha Malhotra   |

## Publications

- Sidloski, B., Brooks, G., Zhang, K., & Clark, L. (2022). Exploring the association between loot boxes and problem gambling: are video gamers referring to loot boxes when they complete gambling screening tools?. *Addictive Behaviors*, 107318. <https://doi.org/10.1016/j.addbeh.2022.107318>
- Limbrick-Oldfield, E. H., Chua, C., Cringle, N., MacDonald, K., Ferrari, M. A., Zhang, K., & Clark, L. (2021). Cashless gambling and the pain of paying: effects of monetary format on slot machine gambling. *Addiction Research & Theory*, 1-11. <https://doi.org/10.1080/16066359.2021.2009465>
- Zhang K., Clark L. (2020). Loss-chasing in gambling behaviour: neurocognitive and behavioural economic perspectives *Current Opinion in Behavioral Sciences*, 31, 1-7. <https://doi.org/10.1016/j.cobeha.2019.10.006>
- Zhang, K., Szanto, K., Clark, L., & Dombrovski, A. Y. (2019). Behavioral empathy failures and suicidal behavior. *Behaviour research and therapy*, 120, 103329. <https://doi.org/10.1016/j.brat.2018.10.019>

## Conference Presentations

- Zhang, K. (2022, November). *An online gambling intervention using the realization effect*. Talk at Lisbon Addictions.
- Zhang, K. (2022, June). *Between session loss chasing in the digital world*. Talk at DMCBH Research Retreat.
- Zhang, K. (2022, March). *An online gambling intervention using the realization effect*. Poster presented at New Horizons in Responsible Gambling Conference, Online.
- Zhang, K. (2022, February). *An online gambling intervention using the realization effect*. Poster presented at The Society for Judgment and Decision Making, Online.
- Zhang, K. (2021, November). *The realization effect is fragile in gamblers*. Poster presented at BIG Difference BC 2021, Vancouver, BC, Canada.
- Zhang, K. (2021, March). *Expressions of Chasing in the eCasino - BCLC PlayNow Data*. Talk presented at New Horizons in Responsible Gambling Conference, Vancouver, BC, Canada.
- Zhang, K. (2020, April). I planned to speak at the 2020 Discovery (Responsible Gambling Council) Conference, however, it is canceled due to COVID-19.
- Zhang, K. (2018, February). *The effect of presentation of feedbacks on loss aversion in risky decisions*. Poster presented at New Horizons in Responsible Gambling Conference, Vancouver, BC, Canada.
- Zhang, K. (2017, November). *The effect of presentation of feedbacks on loss aversion in risky decisions*. Poster presented at The Society for Judgment and Decision Making Conference, Vancouver, BC.
- Zhang, K. (2017, October). *The effect of outcome delivery presentation on loss aversion in risky decisions*. Poster presented at 18th Annual NCRG Conference on Gambling and Addiction, Las Vegas, NV.
- Zhang, K. (2017). *Loss Aversion in Gambling Disorder: a Systematic Review*. Poster presented at New Horizons in Responsible Gambling Conference, Vancouver, BC, Canada.
- Zhang, K. (2013). *Priming effect on perception of attractiveness*. Poster presented at 17th Annual Psychology Undergraduate Statistics Conference, Vancouver, BC, Canada.

## Research Experience

Sep 2016 – Present	Graduate Student Researcher in Centre for Gambling Research Department of Psychology, UBC
Mar 2018 – Aug 2018	Research Assistant for Dr. Katalin Szanto & Dr. Alexandre Dombrovski Department of Psychiatry, University of Pittsburgh
Sep 2015 – Apr 2016	Research Assistant for Dr. Lawrence Ward & Dr. Ilan Vertinsky Department of Psychology & Sauder Business School, UBC
July 2013 – Feb 2016	Research Assistant in Brain, Attention, & Research Lab, UBC Department of Psychology, UBC
July 2013 – Apr 2015	Research Assistant in Cognitive Neuroscience of Schizophrenia Lab Department of Psychiatry, UBC

## Professional Experience

Aug 2022 – Present	<b>Consultant</b> , Responsible Gambling Council, Toronto
May 2021 – Oct 2022	<b>Data Scientist</b> , Data Science Institution, UBC <a href="#">Creating user-friendly access to property-based information in BC</a>
Jan 2021 – May 2022	<b>Teaching Fellow</b> , Department of Psychology, UBC Course: Analysis of Behavioural and Neuroscientific Data – Introduction to R
Jan 2018 – Dec 2020	<b>Teaching Assistant</b> , Department of Psychology, UBC Course: Cognitive Processes
Sep 2017 – Dec 2017	Course: Introduction to Developmental, Social, Personality, and Clinical Psychology
Jan 2017 – Apr 2017	Course: Introduction to Biological and Cognitive Psychology
Sep 2016 – Dec 2016	Course: Introduction to Biological and Cognitive Psychology
Mar 2018	<b>Guest Lecturer</b> , Department of Psychology UBC Title: Irrational decision-making in Cognitive Processes
Oct 2014 – Apr 2015	<b>Senior Mentor</b> , UBC Tri-mentoring program

## Mentorship Experience

2022	1 Undergraduate research assistants
2020	2 Undergraduate research assistants
2019	1 Undergraduate research assistant
2017	1 Undergraduate research assistant
2014	1 Junior undergraduate fellow student

## Community Service

Sep 2019 – Dec 2022	<b>Committee Member</b> , UBC Wellbeing Committee
Sep 2020 – May 2022	<b>Organizer</b> , Departmental Cognitive Area Workshop
Sep 2019 – Nov 2021	<b>Student Host</b> , Departmental Colloquium Committee
Jan 2019 – Jan 2020	<b>Media Coordinator</b> , Women in Data Vancouver, BC
Dec 2017 – Feb 2018	<b>Finance</b> , Graduate student recruitment committee
2016	<b>Volunteer Organizer</b> for conference organization, NorthWest Cognition and Memory Conference 2016.

## Professional Training

Sep 2017	Instructional Skills Workshop
July 2013	Tri-Council Policy Statement: Ethical Conduct for Research

## Scholarship and Awards

Sep 2021 – Apr 2023	President's Academic Excellence Initiative PhD Award
Sep 2016 – Apr 2023	International Tuition Award
Sep 2016 – Apr 2022	Faculty of Arts Graduate Award
Sep 2021 – Apr 2022	Graduate Fellowship in Gambling Research
Sep 2011	President's Entrance Scholarship

## Professional Associations

National Council on Problem Gambling  
 Society of Judgement and Decision-making  
 Psi Chi The International Honor Society in Psychology

## Skills

Programming: HTML  
 Data analysis: Python, R, Python, SQL, SPSS, STATA, Excel  
 Survey: Qualtrics, Amazon MTurk, Prolific  
 Project management: Git  
 Design: Adobe Illustrator, HTML