Ke Zhang

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

Phone: +1 778 885 6912
Email: kezhang@psych.ubc.ca
Homepage: https://kezhangeco.github.io
LinkedIn: www.linkedin.com/in/KeZhang0904

Research Interests

Behavioural Economics, Risky Monetary Behaviour, Cognitive Behavioural Intervention, Data Science

Education

Sep 2018 – Expected 2022	PhD in Cognitive Psychology, UBC Specialization: The application of behavioural economics in gambling research Supervisor: Dr. Luke Clark
Sep 2016 – Aug 2018	MA in Cognitive Psychology, UBC Thesis: The severity of gambling problem and loss aversion in healthy gamblers: the implications of Prospect Theory in Gambling Supervisor: Dr. Luke Clark
Sep 2011 – Apr 2016	BAs in Economics and Psychology, UBC Thesis: The effectiveness of water supply and sanitation in child diarrhea Supervisor: Dr. Nisha Malhotra

Publications

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. (2021, March). *An online gambling intervention using the realization effect*. Poster presented at New Horizons in Responsible Gambling Conference, Online.

Zhang, K. (2021, 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

May 2021 – Present	**Data Scientist**, Data Science Institution, UBC [Creating user-friendly access to property-based information in BC](#)
Jan 2021 – Present	**Teaching Fellow**, Department of Psychology, UBC Course: Analysis of Behavioural and Neuroscientific Data – Introduction to R
	Teaching Assistant, Department of Psychology, UBC
Jan 2018 – Dec 2020	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   **Guest Lecturer,** Department of Psychology UBC
Title: Irrational decision-making in Cognitive Processes

Oct 2014 – Apr 2015   **Senior Mentor**, UBC Tri-mentoring program

Mentorship Experience

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

Community Service

Sep 2020 – Present   **Organizer**, Departmental Cognitive Area Workshop

Sep 2019 – Present   **Committee Memeber**, UBC Wellbeing Committee

Sep 2019 – Nov 2021   **Student Host**, Departmental Colloquium Committee

Jan 2019 – Jan 2020   **Media Coordinator**, Women in Data Vancouver, BC

Dec 2017 – Feb 2018   **Finance**, Graduate student recruitment committee

2016   **Volunteer Organizer** 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 2022   Graduate Fellowship in Gambling Research

Sep 2021   President's Academic Excellence Initiative PhD Award

Sep 2016 – Apr 2022   Faculty of Arts Graduate Award

Sep 2016 – Apr 2022   International Tuition Award

Sep 2011   President's Entrance Scholarship

Professional Associations

Society of Judgement and Decision-making

Psi Chi The International Honor Society in Psychology

Skills

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