

Madison Fansher

PhD Candidate, Cognition and Cognitive Neuroscience

OBJECTIVE

Cognitive psychologist seeking position to apply expertise in experimental design, survey research, and quantitative and qualitative data analysis to provide solutions for complex problems.

CONTACT



mfansher@umich.edu



(765) 967-1225



madisonfansher.github.io

EDUCATION

PhD, Psychology (ant. 2023)

University of Michigan
Ann Arbor, MI

M.S., Psychology (2021)

University of Michigan
Ann Arbor, MI

Weinberg Institute for Cognitive Sciences

Certificate (2021)

University of Michigan
Ann Arbor, MI

B.S., Brain and Behavioral Sciences with Research- Focused Honors (2018)

Purdue University
West Lafayette, IN

WORK EXPERIENCE



Graduate Research Assistant

2018 –
current

Basic and Applied Cognition Lab, Ann Arbor, MI

- Awarded **\$138,000 fellowship** by the National Science foundation for three years of graduate study.
- **Designed** and conducted 40+ **human subject studies**.
- Prepared and **published** 10+ scientific manuscripts in **peer-reviewed journals**.
- Used **A/B testing** to test effectiveness of various interventions on scientific reasoning.
- Decreased COVID-19 vaccine hesitance by **~15%** in sample of 2,000+ participants with data visualization.

2019 Behavioral Science Fellow

Center For Academic Innovation, Ann Arbor, MI

- Applied expertise in the cognitive psychology of learning to designing academic solutions for undergraduate students.
- Conducted literature review on test anxiety with aim of designing online intervention.

2019 – Graduate Student Instructor

2020 *University of Michigan, Ann Arbor, MI,*

- **Taught** Introduction to Cognitive Psychology for three semesters.
- Prepared materials for **1000+** undergraduate students.

2017 – Research Assistant

2018 *UX Pedagogy and Practice Lab, West Lafayette, IN*

- Used mined Twitter dataset to **examine UX practitioner conversations** about ethical designs.
- **Published** findings in Conference on Human Factors in Computing Systems '18.

2016 – Research Assistant

2018 *Purdue Applied Cognition Lab, West Lafayette, IN*

- **Collected data** for experiment studying working memory and attention with eye tracking methods.

SOFTWARE + SERVICES

R ★★☆☆

SPSS ★★☆☆

PYTHON ★☆☆

PSYCHOPY ★☆☆

QUALTRICS ★★☆☆

MICROSOFT OFFICE ★★☆☆

PROLIFIC ★☆☆

AMAZON MTURK ★★☆☆

- **Designed** and **implemented** study examining distraction and memory with 500+ participants.

Research Assistant

2016 – 2018 CCN Lab, West Lafayette, IN

- **Designed** and **collected data** for experiments studying valuation, cognitive effort, personality, and perceptual category learning with **behavioral, fMRI, and EEG methods.**
- **Collected 150+ hours of data** for undergraduate honors thesis examining how humans offload cognition onto virtual environments when problem solving.

SKILLS

RESEARCH



Experimental Design
A/B Testing
Survey Methods
Online Data Collection
Longitudinal Methods

COMPETENCIES



Interdisciplinary Collaboration
Professional Communication
Literature Review
Participant Recruitment
Grant Writing
Teaching/Mentoring
Workshop Facilitation

DATA ANALYSIS



Data Cleaning
Data Visualization
Advanced Statistical Analysis
Bayesian Methods
Qualitative Data Analysis