SARAH ASHCROFT-JONES

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EDUCATION

The Queen's College, University of Oxford *Oct 2019 - Nov 2023*
DPhil *in* Experimental Psychology, Oxford ACCLab *Funded by the MRC DTP*

Thesis: "Exploring metacognitive confidence in categorisation judgements"

St. Cross College, University of Oxford *Oct 2018 - Sept 2019*
MSc *in* Psychological Research *Humphrey Prize for Best Research Dissertation*

Thesis: "Computing confidence: the role of category representation and perceptual uncertainty"

St. John's College, University of Cambridge *Oct 2014 - Jun 2017*
MA Cantab *in* Psychological and Behavioural Sciences *The Cambridge Double First*
Scholar of St. John's, Alfred Hall Prior Scholarship, Wright Prize

RESEARCH EXPERIENCE

Columbia University *Nov 2023 - Present*
Associate Research Scientist - Health Policy & Management, Mailman School of Public Health

- Researching the individual and structural factors that influence financial and health behaviours.
- Leveraging the positive deviance framework to test effective interventions to reduce social inequality.
- Responsibilities include research design, quantitative analytics, and statistical programming.
- Working with community health stakeholders, policy advisors, and interdisciplinary research groups.

Cambridge University *Oct 2024 - Present*
Research Associate - Centre for Business Research, Judge Business School

- Organising annual international behavioural research projects spanning multiple countries.
- Responsible for the logistical coordination of a three-week research stay for almost 40 researchers.
- Liaising with Corpus Christi, Judge Business, the JRP, and Columbia University, to coordinate.

SaverLife *Sept 2024 - Jan 2025*
Research Consultant - Financial Technology Project

- Exploring the relationship between fintech product usage and financial well-being to brief.
- Leveraging statistical programming to produce re-usable scripts and data analytic reports.
- Responsible for merging datasets, running statistical analyses, and exploring patterns over time.

World Bank Group *Oct 2022 - Nov 2023*
Research Consultant - Mind, Behavior & Development Unit

- Systematic review and meta-review coding of the Behavioural Science of the COVID-19 pandemic.
- Research reviews to inform policymakers and communicate intervention design to government bodies.
- Responsible for producing timely and audience sensitive research outputs.

RESEARCH INTERESTS

Judgment and decision-making, behavioral economics, metacognition, bounded rationality

PUBLICATIONS

van den Akker, O. R., Bakker, M., van Assen, M. A., Pennington, C. R., Verweij, L., Elsherif, M. M., ... Ashcroft-Jones, S., ... & Wicherts, J. M. The potential of preregistration in psychology: Assessing preregistration producibility and preregistration-study consistency. *Psychological Methods* (2024)
DOI: 10.1037/met0000687

Ruggeri, K., Stock, F., Haslam, S.A., ... Ashcroft-Jones, S., ... *et al.* **A synthesis of evidence for policy from behavioural science during COVID-19.** *Nature* (2023).
DOI: 10.1038/s41586-023-06840-9

Ashcroft-Jones, S., Ruggeri, K., Abate Romero Landini, G. *et al.* **The persistence of cognitive biases in financial decisions across economic groups.** *Sci Rep* **13, 10329,** (2023).
DOI: 10.1038/s41598-023-36339-2

Ruggeri, K., Tutuska, O.S., ... & Ashcroft-Jones, S. The psychology and policy of overcoming economic inequality. *Behavioural and Brain Sciences*, (2023).
DOI: 10.1017/S0140525X23001103

Pownall, M., Azevedo, F., König, L. M., Slack, H. R., Evans, T. R., Flack, Z., ... Ashcroft-Jones., S., ... & FORRT. Teaching open and reproducible scholarship: a critical review of the evidence base for current pedagogical methods and their outcomes. *Royal Society Open Science*, **10(5), 221255,** (2023).
DOI: 10.1098/rsos.221255

Buabang, E.K., Ashcroft-Jones, S., Esteban Serna, C., Kastelic, K., Kveder, J., Lambertus, A., Müller, T. S. Validation and Measurement Invariance of the Personal Financial Wellness Scale: A Multinational Study in 7 Countries, *European Journal of Psychological Assessment*, (2022).
DOI: 10.1027/1015-5759/a000750

Parsons, S., Azevedo, F., Elsherif, M.M., ... Ashcroft-Jones, S., ... *et al.* **A community-sourced glossary of open scholarship terms,** *Nat Hum Behav*. (2022).
DOI: 10.1038/s41562-021-01269-4

Ruggeri, K., Panin, A., Vdovic, M., ... Ashcroft-Jones, S., ... *et al.* **The globalizability of temporal discounting.** *Nat Hum Behav*, (2022).
DOI: 10.1038/s41562-022-01392-w

Ruggeri, K., Većkalov, B., Bojanić, L., ... Ashcroft-Jones, S., ... *et al.* **The general fault in our fault lines.** *Nat Hum Behav*, (2021).
DOI: 10.1038/s41562-021-01092-x

Eckstein, M., Zietlow, A., Gerchen, M.F., ... Ashcroft-Jones, S., ... *et al.*, **The NeMo real-time fMRI neurofeedback study: protocol of a randomised controlled clinical intervention trial in the neural foundations of mother–infant bonding,** *BMJ Open*, (2019).
DOI: 10.1136/bmjopen-2018-027747

WORKING PAPERS & MANUSCRIPTS UNDER REVIEW

Ashcroft-Jones, S., Buabang, E., Müller, T., Ruggeri, K. Subjective financial strain, not the poverty line, as strongest predictor of temporal discounting across 6 countries. *Manuscript in preparation for submission to Behavioral Public Policy.*

Ruggeri, K., Valenzuela-Catarí, G., Polemiti, E., Abderahaman, G., Adawi, T. R., Agopian, T., . . . Ashcroft-Jones, S., Pelica. Global well-being in 2025: A multidimensional analysis of mental, financial, and social health in 92 countries. *under review* (2025)
Preprint DOI: 10.31234/osf.io/3jydav1

Kovacs, L. N., Ashcroft-Jones, S., Schmidt, J., Geiger, S., ... Kokonyei, G. Loss-and gain-framed messages alter climate emotions, but not behaviour across 26 countries. *under review*, *Nature Communications* (2025)
Preprint DOI: 10.31234/osf.io/4kqamv1

Stock, F., Pelica, S., Ashcroft-Jones, S., Stablum, F., Acosta, C., Aimable, A., *et al.* **People in 26 countries prefer individual control to commercial or governmental control over online choice architectures** *under review*, *Nature Communication* (2025)
Preprint DOI: 10.31219/osf.io/haqu9

Yaoi, Q., Ashcroft-Jones, S., Pei, S., Ruggeri, K. Person, place, or preference? Combining subjective and objective decision agency with choice preferences predicts behavior during major shifts in human mobility. *under review*, *HSSC* (2025)
Preprint DOI: 0.1101/2025.09.08.25335351

Azevedo, F., Friedel, E., Ashcroft-Jones, S., Korbmacher, M., Lloyd, K., Mudahera, D. R., Kravesta, A., Resulbegoviq, H., Andreolli, G., Micheli, L., P. Silverstein. How to Develop and Use Open Educational Resources. *Book Chapter*, *publication forthcoming* (2025)
Preprint DOI: 10.35542/osf.io/sn693v2

Ruggeri, K., ... Ashcroft-Jones, S., Stock, F. Financial decision-making, income, cognitive biases: The impact of economic systems and environments on behavior in six countries. (2024).
Preprint DOI:10.31219/osf.io/f8hyk

AWARDS & GRANTS

2025	Best Poster at MPI for Human Development, Berlin ($\sim$ \$500)
2022	UKRI Research Stay at Cambridge ($\sim$ \$3500)
2021	UKRI COVID DTP Studentship Extension ($\sim$ \$7500)
2019	UKRI Medical Research Council DTP Studentship (3 years) ($\sim$ \$75000)
2019	The Humphrey Dissertation Prize ($\sim$ \$200)
2017	Alfred Hall Prior Scholarships & Write Prizes ($\sim$ \$2500)

POSTERS & PRESENTATIONS

Ashcroft-Jones, S., & Ruggeri, K. "Personalized, simple defaults to optimize financial decisions in a digital budgeting tool, a pre-test"
Poster: Max Planck Insitute for Human Development, Berlin, June 2025

Ashcroft-Jones, S. "Behavioural Science in health and financial research."
Presentation: UCL Behavioural Innovations Society, London, January 2025

Ashcroft-Jones, S. & Ruggeri, K. "Personalized, simple defaults using a positive deviance approach to optimize financial decisions."
Poster: Society of Judgement and Decision Making, New York, November 2024

Ashcroft-Jones, S., "Open Science & Reproducibility: A practical introduction & a personal perspective."
Presentation: MRC DTP Discussion Forum, Oxford, April 2023

Ashcroft-Jones, S. & Yeung, N., "Decision Confidence: Exploring the Distance-to-Bound Model of Confidence."
Poster: ICPS, Brussels, March 2023

Ashcroft-Jones, S., "A multinational study exploring the relationship between poverty, stress, financial literacy, and decision making."
Presentation: JRPC, Cambridge, August 2022

Ashcroft-Jones, S. & Yeung, N., "Decision confidence is sensitive to both distribution variance and distance to the category bound."
Poster: MRC DTP Symposium, Oxford, June & JRP Open Conference, Siena, July 2022

Ashcroft-Jones, S., "Category information and confidence sensitivity: Beyond distance to bound."
Presentation: Experimental Psychology DPhil Seminar Series, Oxford, May 2022

Ashcroft-Jones, S., "Open Science & Reproducibility: A practical introduction."
Presentation: MRC DTP Discussion Forum, Oxford, March 2022

Ashcroft-Jones, S., Calder-Travis, J., & Yeung, N., "Computing Decision Confidence: The role of category membership and perceptual uncertainty."
Poster: JRPC, Cambridge, August 2019: https://osf.io/7vwb4

Buabang, E.K., Ashcroft-Jones, S., Esteban Serna, C., Kastelic, K., Kveder, J., Lambertus, A., & Müller, T. S., "The poverty trap: A multinational study examining the relationship between poverty, decision making, stress, and well-being."
Poster: UFV Madrid JRP Meeting, Madrid, March 2019: https://osf.io/f5k6c

RESEARCH SKILLS

Programming Skills	R, Python, MatLab, JavaScript, HTML, CSS.
Software & Tools	LaTeX, RMarkdown, JASP, Tableau, SPSS, NVivo, ATLAS.
Computational Training	ASSP 2024, ESS Bayesian Analysis, SysMIC Module 1 (Hons).
Languages	English (C2), Irish (C1), German (B2), French (A2), Japanese (A2).

TEACHING EXPERIENCE

Columbia University - Lecturer   *April 2022 - Present*

Program Director - Global Behavioral Science - GLOBES (Fall Semester 2024 - Present):
- Coordinating an overseas research stay at the University of Cambridge in the behavioural sciences.
- Co-leading a research project across country borders, supervising and teaching core research skills.
- Responsibilities included budget acquisition, research oversight, and logistic coordination.

Course Lead - Computing in Context using Python (Fall Semester 2024 - Present):
- Leading a skills-based graduate course on Python and its applications to the health policy context.
- Combining practical labs and theoretical lectures to build student analytic acumen.
- Establishing curriculum, assignments, and grading for Public Health Context.

Course Lead - Graduate Analytics Course in Public Health (Jan 2024 - May 2025):
- Co-teaching analytics course to class of $\tilde{5}$0 students, overseeing assignments and examinations.
- Cultivating an analytic mindset and communicating statistical theory and practice.
- Includes workshops on statistical programming in R and JASP software for analysis.

Project Coordinator - Global Behavioral Science (GLOBES) (April 2022 - Aug 2022):
- Led the analysis teams for two related multi-country studies on financial decision-making.
- Created and curated analysis pipelines, built two high-impact policy relevant manuscripts.
- Utilised high levels of statistical knowledge and fluent data-wrangling skills.

University of Oxford - Graduate Teacher   *Oct 2020 - Oct 2023*

Lab Demonstrator (Oct 2020 - Oct 2023):
- Assisted core practical demonstrations and marking coursework.
- Graded coursework, supervised classwork, and helped students understand the learning outcomes.
- *Courses*: Perception, Development, Individual Differences, Social Psych, Ethics, & Qual Methods.

Teaching Assistant (Oct 2022 - Dec 2022):
- Assisted on the graduate course "Quantitative Methods" for MSc in Experimental Anthropology.
- Course content focused on learning the skills of Statistical Programming in R.
- Assisted students during class, held weekly office hours, and supported the course leader throughout.

Undergraduate Teaching Assistant (Oct 2020 - Dec 2022):
- Supervised group tutorials to formally support lectures for the undergraduate "Cognition" course.
- Explored course content, taught essay writing skills, and developed understanding of complex topics.
- Adjusted teaching style to suit the needs of the students and their learning goals.

Polaris & Dawn International - Educational Consultant   *Jun 2018 - Nov 2023*
Education Consultant

- Provided tailored mentorship for students aiming for international educational paths.
- Specialisms include personalised Psychology & Biology tuition, and academic English support.
- Curated university application support, interview preparation, and technical editing services.

LEADERSHIP EXPERIENCE

Junior Researcher Programme   *Oct 2019 - Present*
Executive Director

- Leading a global organisation working to create opportunities for early career researchers.
- Secured new institutional partnerships establishing sustainable cross-university collaboration models.
- Manage 6 ECR research teams, and one large-scale cross-border project, across 13-month program.
- Execute funding budget, lead team of 15, and iterate annual calendar of international events.

Framework for Open and Reproducible Research Training   *Dec 2024 - Present*
Director of Sustainability & Strategy

- Strategic reimagining of open science infrastructure via multi-stakeholder governance models.
- Structuring a multi-layer funding pipeline to ensure the sustainable growth of community research.
- Organisational support for projects relating to replication science and open pedagogy.

SERVICE

Academic Journals   *Oct 2023 - Present*
Peer Reviewer

- Serve as an ad hoc peer reviewer for multiple journals, providing commentary insight to the editors.
- Journals reviewed span the Journal of Financial Services Marketing and Teaching Psychology.

The Forum on Education Abroad   *Sept 2025 - Present*
Faculty Reviewer

- Served as a faculty reviewer for the 2025 Award for Academic Achievement Abroad.
- Assessed student contributions and potential for future research.

Reproducible Research Oxford   *Oct 2020 - Nov 2023*
RROx Fellow

- Supporting local Open Science initiatives, leading lectures and groups, and building community.
- Established a long-running bookclub for skill acquisition and ECR community engagement.
- Gave annual MRC DTP open science lecture.

ReproducibiliTea   *Oct 2019 - Nov 2023*
Oxford Local Lead

- Organising the regular reproducibiliTea journal club: leading local sessions and workshops.
- Building term cards of journal club sessions and acquiring local funding for the initiative.
- Leading team and creating community among ECRs.