

# Shaon Lahiri, PhD, MPH

POSTDOCTORAL RESEARCHER · PHILOSOPHY, POLITICS & ECONOMICS PROGRAM - UNIVERSITY OF PENNSYLVANIA

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## Education

### Ph.D. Social & Behavioral Sciences in Public Health

THE GEORGE WASHINGTON UNIVERSITY

2022

Washington, DC, USA

### MPH (Global Health Stream)

IMPERIAL COLLEGE LONDON

2014

London, UK

### BA Psychology

UNIVERSITY OF MICHIGAN - ANN ARBOR

2012

Ann Arbor, MI, USA

## Professional Appointments

2022- **Postdoctoral Researcher - Philosophy, Politics & Economics (PPE) Program**, University of Pennsylvania - Philadelphia, PA, USA

2022- **PPE Postdoctoral Fellow - Center for Social Norms & Behavioral Dynamics**, University of Pennsylvania - Philadelphia, PA, USA

2023- **Associate Scholar - Center for Global Health**, Perelman School of Medicine, University of Pennsylvania - Philadelphia, PA, USA

2018-2022 **Graduate Teaching Assistant, Adjunct Lecturer**, The George Washington University - Washington, DC, USA

2016-2018 **Research Associate**, International Initiative for Impact Evaluation (3ie) - New Delhi, India

2014-2015 **Project Assistant**, UNICEF Oman - Muscat, Oman

2010-2012 **Undergraduate Research Assistant - Addiction Research Center**, University of Michigan - Ann Arbor, MI, USA

## Consultancies and Short Assignments

Mar. 2023 **External Coding Consultant - Human Behavior Change Project**, University College London, UK

Sep. 2022 **External Coding Consultant - Human Behavior Change Project**, University College London, UK

Sum. 2020 **Short-Term Consultant - Mind, Behavior, Development group**, The World Bank - Washington, DC, USA

Sum. 2019 **Short-Term Consultant - Mind, Behavior, Development group**, The World Bank - Washington, DC, USA

Sum. 2019 **Research Assistant**, The George Washington University - Washington, DC, USA

02 - 04 2013 **Psychiatric Intern**, Sultan Qaboos University Hospital - Muscat, Oman

05 - 07 2010 **Education Consultant**, DIYSmart Consulting - Guangzhou, China

## Publications

### PUBLISHED

Yamin, P.; Artavia-Mora, L.; Martunaite, B.; & **Lahiri, S.** (2023). Installations for Civic Culture: Behavioral Policy Interventions to Promote Social Sustainability. *Sustainability*, 15(4), 3825.

**Lahiri, S.**, Bingenheimer, J., Sedlander, E., Munar, W., & Rimal, R. (2023). The Role of Social Norms on Adolescent Family Planning in Rural Kilifi County, Kenya. *Plos One*, 18(2), e0275824.

Levtov, R., Doyle, K., Bingenheimer, J., **Lahiri, S.**, Kazimbaya, S., Karamage, E., Sayinzoga, F., Mutoni, M., Hodari, C., Rubayita, C.H., & Barker, G. (2022). Improved relationship quality, equitable gender attitudes, and reduced alcohol abuse as key

mechanisms to reduce intimate partner violence in the Bandebereho couples' intervention in Rwanda. *Prevention Science*, 1-12.

Snowden, B., **Lahiri, S.**, Dutton, R., & Morton, L. (2022). Achieving and Sustaining Change Through Capacity Building Train-the-Trainer Health Initiatives in Low- and Middle-Income Countries: A Systematic Review. *The Journal of Continuing Education in the Health Professions*, 10-1097.

**Lahiri, S.**, Bingenheimer, J.B., & Costenbader, E. (2022). Social and Gender Norms Influencing Sexual and Reproductive Health: Conceptual Approaches, Intervention Strategies, and Evidence. In *Oxford Research Encyclopedia of Global Public Health*.

**Lahiri, S.**, Bingenheimer, J., Evans, W.D., Wang, Y., Dubey, P., & Snowden, B. (2021). Social Norms Change and Tobacco Use: A Protocol for a Systematic Review and Meta-Analysis of Interventions. *International Journal of Environmental Research and Public Health*, 18(22), 12186.

Sedlander, E., Bingenheimer, J., **Lahiri, S.**, Thiongo, M., Gichangi, P., Munar, W., & Rimal, R. (2021). Does the Belief That Contraceptive Use Causes Infertility Actually Affect Use? Findings from a Social Network Study in Kenya. *Studies in Family Planning*, 52(3), 343-359.

**Lahiri, S.**, Snowden, B., Gu, J., Krishnan, N., Yellin, H., & Ndiaye, K. (2021). Multidisciplinary Team Processes Parallel Natural Disaster Preparedness and Response: A Qualitative Case Study. *International Journal of Disaster Risk Reduction*, 61, 102369.

Jimenez, E., Waddington, H., Goel, N., Prost, A., Pullin, A., White, H., **Lahiri, S.**, & Narain, A. (2018). Mixing and Matching: Using Qualitative Methods to Improve Quantitative Impact Evaluations (IEs) and Systematic Reviews (SRs) of Development Outcomes. *Journal of Development Effectiveness*, 10(4), 400-421.

**Lahiri, S.** & Menon, R. (2018). Toilets are being constructed at a remarkable pace, but it's not a Prem Katha [Love Story] yet for all sections of the population. Op-Ed in *The Times of India*.

**Lahiri, S.**, van Ommeren, M., & Roberts, B. (2017). The Influence of Humanitarian Crises on Social Functioning among Civilians in Low- and Middle-Income Countries: A Systematic Review. *Global Public Health*, 12(12), 1461-1478.

**Lahiri, S.**, Yegbemey, R. N., Goel, N., Mathew, L., & Puri, J. (2017). Promoting Latrine Use in Rural India. *3ie Scoping Paper 8*. New Delhi: International Initiative for Impact Evaluation (3ie).

**Lahiri, S.** & Puri, J. (2016). The Art and Science of Winning the Poo War. *Business World*.

Al Asmi, A., Al Maniri, A., Al-Farsi, Y.M., Burke, D.T., Al Asfoor, F.M., Al Busaidi, I., Al Breiki, M.H., **Lahiri, S.**, Braid, N., Essa, M.M. & Al-Adawi, S. (2013). Types and Sociodemographic Correlates of Complementary and Alternative Medicine (CAM) Use among People with Epilepsy in Oman. *Epilepsy & Behavior*, 29(2), pp. 361-366.

## UNDER REVIEW & IN PREPARATION

**Lahiri, S.**, Bingenheimer, J.B., Wang, Y., Evans, W.D., Dubey, P., Snowden, B., & Cislighi, B. *R&R at Addiction*. Social Norms Change and Tobacco Use: A Systematic Review and Meta-Analysis of Interventions.

**Lahiri, S.**, Artavia-Mora, L., Piechowski, D., Ford, J., & Yamin, P. *Under review at Health Psychology*. Toward the Development of a Social Norms Intervention Reporting Checklist.

**Lahiri, S.**, Bingenheimer, J.B., Wang, Y., Evans, W.D., & Cislighi, B. *In Preparation for Submission to Prevention Science in Q2 2024*. A Latent Growth Modeling Analysis of Social Norms and Tobacco Use among Adult Smokers in Mainland China.

**Lahiri, S.**, Hull, S., Scott, R., Sinks, H., & Chandler, R. *In Preparation for Submission to Frontiers in Public Health*. Leveraging Small Samples in Health Communications Using a Bayesian Approach: An Illustration using the Determinants of Pre-Exposure Prophylaxis.

**Lahiri, S.** *In Preparation for invited contribution to special issue of Current Opinion in Psychology in Q1 2024*. Social Inoculation Interventions and Normative Diffusion.

**Lahiri, S.** & Munoz-Boudet, A.M. *In Preparation for Submission to World Bank Working Paper Series*. Social Norms Measurement and Analysis: Some Approaches and Applications.

## TEXTBOOKS

**Lahiri, S.** (2023). Research Transparency, Reproducibility & Basic Data Analysis in R! *Open source e-textbook*. Available here: <https://shaonl.github.io/Rbook>.

## ONGOING OR PLANNED RESEARCH PROJECTS

**Investigating the Roots of Poverty in US Communities (Ongoing, Senior PI: Cristina Bicchieri, UPenn).** A sequential exploratory mixed-methods study funded primarily by the John Templeton Foundation. The qualitative phase comprises six focus group discussions among residents of low-income areas in West Philadelphia, North Philadelphia, and rural Kentucky. The quantitative phase comprises a nationally representative survey to determine the role of social norms and trust among individuals below and above the poverty line in the US. Several manuscripts related to this work are anticipated in 2024 and 2025. I have led the qualitative component of this project, and have co-designed the survey with colleagues.

**BRUCE PROJECT: Investigating the Emerging Trend of Brucellosis in the Kingdom of Saudi Arabia (Submitted Grant, PI: Noof Alwatban, King Saud Bin Abdulaziz University for Health Sciences).** A mixed-methods study to understand the determinants of animal brucellosis in Saudi Arabia, particularly through the consumption of unpasteurized camel milk. Project comprises epidemiologically surveillance of brucellosis using GIS methods, a qualitative component comprising key informant interviews and focus group discussions among camel milk consumers, and a quantitative survey of camel milk consumption determinants. If awarded, I would be a co-Investigator on this project, responsible for leading the design of the qualitative component and quantitative survey. Additionally, several manuscripts are anticipated from this work in 2024 and 2025.

**Research Transparency, Reproducibility, and Basic Data Analysis in R (Submitted Grant, PI: Shaon Lahiri, UPenn).** This open science project focuses on developing two outputs by June 30th, 2024 - a) an updated version of a free e-textbook covering the basic statistical analysis, coding in R, and topics in research transparency & reproducibility, and b) complete materials for an undergraduate course in these topics. If awarded, I would be the sole author of these products.

**Testing a Theory of Meta-Norms (Planned project, Lead: Shaon Lahiri).** Intimate partner violence (IPV) expert Lori Heise has proposed a conceptual model of foundational norms (or meta-norms in her terminology) as root causes of proximal norms which affect different behaviors. However, there is no empirical support for this theory. In Q1 of 2024, I intend to reach out to her and other IPV experts to discuss a statistical model I have proposed to empirically test the existence of such meta-norms. The work is intended to feed into intervention optimization efforts related to preventing and mitigating IPV by focusing on an underlying foundational norm that impacts several behaviors. Work is planned for Q2 and Q3 of 2024 with journal submission occurring in Q4 2024.

## Awards, Grants, and Certificates

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| 2023 | <b>Distinguished Dissertation Award</b> , Department of Prevention and Community Health, Milken Institute School of Public Health, The George Washington University.                            |
| 2023 | <b>Structured Active In-class Learning (SAIL) Award</b> , Center for Teaching and Learning, University of Pennsylvania.   |
| 2021 | <b>Catalyst Grant</b> , Berkeley Initiative for Transparency in the Social Sciences. Project: Research Transparency and Reproducibility: A Complementary Module for All.                        |
| 2020 | <b>Underrepresented Student Workshop Travel Award</b> , Society of Multivariate Experimental Psychology   |
| 2020 | <b>Research Transparency &amp; Reproducibility Training Tuition Award</b> , Berkeley Initiative for Transparency in the Social Sciences.  |
| 2017 | <b>West Africa Capacity building and Impact Evaluation program</b> , William & Flora Hewlett Foundation. Awarded to International Initiative for Impact Evaluation (3ie). Co-author of grant.   |
| 2016 | <b>Promoting Latrine Use in Rural India program</b> , Bill & Melinda Gates Foundation (grant: OPP1148651). Awarded to International Initiative for Impact Evaluation (3ie). Co-author of grant. |
| 2014 | <b>Best Dissertation Award - MPH</b> , Imperial College London  |

2014 **Certificate in Developing Health Systems**, WHO Collaborating Center, Imperial College London

## Teaching Experience

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PPE 4950	<b>Advanced Seminar in Research Methods</b> , Sole Instructor & Course Designer, Advanced Undergraduate Research Seminar, Residential. Spring 2024.	<i>Penn</i>
PPE 4800	<b>Social Norms, Networks, and Influence</b> , Sole Instructor & Course Designer, Advanced Undergraduate Research Seminar, Residential. Fall 2023.	<i>Penn</i>
PPE 4000	<b>Research Transparency, Reproducibility and Basic Data Analysis in R</b> , Sole Instructor & Course Designer, Advanced Undergraduate Research Seminar, Residential. Spring 2023, Fall 2023.	<i>Penn</i>
PPE 4800	<b>Theories of Behavior Change</b> , Sole Instructor & Course Designer, Advanced Undergraduate Seminar, Residential. Spring 2023.	<i>Penn</i>
PPE 4800	<b>Unpacking the Black Box: Tackling Big Issues in Social &amp; Behavioral Science Interventions</b> , Sole Instructor & Course Designer, Advanced Undergraduate Seminar, Residential. Fall 2022.	<i>Penn</i>
PUBH 6052	<b>Practical Data Management and Analysis for Public Health</b> , Adjunct Lecturer, Foundational MPH course, Online. Fall 2021, Spring 2022.	<i>GWU</i>
PUBH 6007	<b>Social &amp; Behavioral Approaches to Health</b> , Graduate Teaching Assistant, Foundational MPH course, Residential/Hybrid/Online. Spring 2019, Spring 2020, Spring 2021, Fall 2021, Spring 2022.	<i>GWU</i>
PUBH 6504	<b>Social &amp; Behavioral Science Research Methods</b> , Graduate Teaching Assistant, Foundational MPH course, Residential/Online. Fall 2018, Fall 2019, Fall 2020.	<i>GWU</i>
PUBH 6009	<b>Fundamentals of Public Health Program Evaluation</b> , Graduate Teaching Assistant, Foundational MPH course, Hybrid. Spring 2020.	<i>GWU</i>
PUBH 6503	<b>Public Health Marketing</b> , Graduate Teaching Assistant, MPH course, Residential. Fall 2019.	<i>GWU</i>
PUBH 4140	<b>Writing in the Discipline of Public Health</b> , Graduate Teaching Assistant, Undergraduate Senior Seminar, Residential. Spring 2019.	<i>GWU</i>

## Conference Presentations

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- "Mechanisms of Change in Social Norms around Tobacco Use: A Systematic Review and Meta-Analysis of Interventions." Poster Presentation (Accepted) at 45th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine. 2024. Philadelphia, USA.
- "Investigating the Roots of US Poverty." Oral Presentation with Kevin Vallier (Bowling Green State University) and Masoud Movahed (University of Pennsylvania). PPE Society Annual Conference 2023. New Orleans, LA, USA.
- "Social Norms and Tobacco Use: A Systematic Review and Meta-Analysis of the Intervention Literature." Oral presentation. Social and Behavior Change Communication Summit. 2022. Marrakech, Morocco.
- "A Bayesian Latent Growth Modeling Analysis Of Social Norms And Tobacco Use Among Adult Smokers In Mainland China." Poster presentation. Society for Research on Nicotine and Tobacco Annual Meeting. 2022. Baltimore, MD, USA.
- "The Role of Social Norms on Adolescent Family Planning in Rural Kenya." Oral presentation. Society for Research on Adolescence Biennial Meeting. 2022. New Orleans, LA, USA.
- "Social norms and tobacco use: Studies of change." Oral presentation. Filolab Doctoral Summer School. 2021. University of Granada (Remote).
- "3ie latrine use evidence program." Community of Evaluators - South Asia - Evaluation Conclave. 2017. Thimphu, Bhutan.

## Peer Review

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AD-HOC REVIEWING

Studies in Family Planning, American Journal of Health Promotion, Health Communication, Sexuality and Culture, Institut d'études avancées de Paris (en Français), Society for Research on Nicotine and Tobacco, Sage Open Medicine

#### EDITORIAL BOARD MEMBERSHIP

Frontiers in Public Health - Review Editor for Public Health Education and Promotion Specialty Section

### Service and Professional Memberships

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#### PROFESSIONAL SERVICE

2021- **Berkeley Initiative for Transparency in the Social Sciences**, Catalyst  
2018 **Prevention of Sexual Harassment Committee**, 3ie, Committee Member

#### UNIVERSITY SERVICE

Fall 2021 **Center for Social Norms and Behavioral Dynamics, University of Pennsylvania**, Interim Associate Director  
Fall 2020 **Research Committee, Milken Institute School of Public Health, The George Washington University**, Committee Member  
2020 **Faculty Senate Research Committee, The George Washington University**, Committee Member

#### PROFESSIONAL MEMBERSHIPS

**Society for Behavioral Medicine.** Member.

### Software Skills

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#### DATA ANALYSIS & VISUALIZATION

R (Preferred), Stata, Mplus, SPSS, some SAS, NVivo, Dedoose

#### SYSTEMATIC REVIEW

Covidence, EPPI-Reviewer, Zotero, Mendeley

#### MANUSCRIPT & REPORT PREPARATION

RMarkdown, Quarto, Overleaf, Canva, Microsoft Office

### Languages Other than English

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**French** (Proficient in Speaking, Reading, Writing).

**Hindi** (Proficient in Speaking and Reading; Basic Writing).

**Bengali** (Proficient in Speaking).

**Arabic** (Basic Reading and Speaking).