

HEATHER SHAW

16/02/2018

Institution: University of Lincoln,
Email: hshaw@lincoln.ac.uk
Telephone: +44 (0) 1522 83 7163

ACADEMIC EMPLOYMENT

2014 - Present: **Graduate Technician Support Fellow, University of Lincoln, UK**

PhD Studentship – 0.4 FTE

- Investigates mobile technology use and the digital self.
- Develops new ways to measure and analyse objective smartphone use.
- Generates new theoretical frameworks predicting technology use.
- Builds up lifestyle profiles based on digital traces.
- Explores how smartphone OS can be an anchor for stereotype formation.
- Utilises large public data, such as twitter to investigate real world issues.
- Examines quantitative ways of analysing text.
- Uses R & R Studio during data analysis.

Psychology Technician – 0.6 FTE

- Train students in research skills
- Provide multimedia support for teaching
- Enhance digital learning environments
- Support academic research through demonstration of technology/software
- Source and create new technology for learning and research
- Administrate equipment and room booking
- Provide technical support for hardware, software, equipment, I.C.T
- University wide Qualtrics technical support and Qualtrics committee member. Initiated University wide license and implementation.

2014 **Research Assistant, Co Author, Demonstrator for Dr Kun Guo.** Worked on a project which investigated how viewing angle influences facial expression and intensity categorisation. The methods used in this project involved eye tracking. My contribution to the project included manuscript preparation, data collection and data analysis. I also demonstrated the eye tracker and SPSS to dissertation students who were also using the same eye tracking methodology. This research is published in Acta Psychologia <https://doi.org/10.1016/j.actpsy.2014.12.001>

2014 **Research Assistant for Dr Louise O'Hare.** Worked on a project which investigated visual responses to Op-Art Stimuli. This was funded by a BA/Leverhulme Small Grant (SG131233). My contribution to the project was data collection via EEG and Matlab.

This research project is published in PLOS ONE
<https://doi.org/10.1371/journal.pone.0139400>

- 2014 **Research Assistant for Dr Rachel Bromnick & Dr Ava Horowitz.** The project investigated emerging adulthood. Methodology was survey based and my contribution was inputting the data and analysis.
- 2013 **Research Assistant for Dr Louise O’Hare.** The project investigated visual discomfort in response to gratings commonly used in psychophysics to explore the effect of image contrast. My contribution to this project was data collection.
- 2013 **Research Assistant for Dr Emile van der Zee.** This project investigated spatial representations of left & right. My contribution to this project was data collection.

EDUCATION

- 2017 Microsoft Course – Introduction to R for Data Science
- 2010-2013 1st Class Honours – BSc Psychology, University of Lincoln
- 2008-2010 A* - A Level Psychology

PROFFESIONAL MEMBERSHIPS

- 2014 – Present Member of the Association of Technical Staff in Psychology
- 2013- Present Graduate Membership of the British Psychology Society

TEACHING

- 2014 – Present One-to-one and group technical sessions on a daily basis. This includes providing technical guidance to dissertation students.
- 2016 Created online Qualtrics training course containing 17 YouTube videos
- 2016 Designed and facilitated several sessions teaching staff how to use audience response systems.
- 2015 Supervision of Research Assistant – Demonstrated data collection, analysis and manuscript write up.
- 2015 Designed and gave a lecture on a Level 2 Undergraduate module exploring big data and the ethics of online research methods.
- 2014 – 2015 Demonstrated SPSS and Superlab during research skills seminars. I also marked second year research skills exam scripts across both years.

FUNDING AND ACADEMIC AWARD

- 2014-Present University of Lincoln Studentship Award –
Mobile Technology Use and the Digital Self (Fully Funded)

PEER REVIEWED PUBLICATIONS

Shaw, H., Ellis, D.A., & Ziegler, F.V. (2018). The Technology Integration Model (TIM). Predicting the continued use of technology. *Computers in Human Behavior*, 83, 204-214.
<https://doi.org/10.1016/j.chb.2018.02.001>

Shaw, H., Ellis, D.A., Kendrick, L., Ziegler, F.V. & Wiseman, R. (2016). Predicting smartphone operating system from personality and individual differences. *Cyberpsychology, Behavior, and Social Networking*, 19(12), 727-732. <https://doi.org/10.1089/cyber.2016.0324>

Andrews, S., Ellis, D. A., Shaw, & Piwek, L. (2015). Beyond Self-Report: Tools to compare estimates and real world smartphone use. *PLOS One*, 10(10), e0139004.
<https://doi.org/10.1371/journal.pone.0139004>

Guo, K. & Shaw, H. (2015). Face in profile view reduces perceivable facial expression intensity: An eye-tracking study. *Acta Psychologica*, 155, 19-28. <https://doi.org/10.1016/j.actpsy.2014.12.001>

POPULAR WRITING

Shaw, H., & Ellis, D.A. (2016). Apple or Android? What your choice of operating system says about you. *CREST Blog*. Available at: <https://crestresearch.ac.uk/comment/apple-or-android/> [Accessed: 20 January 2017]

PRESENTATIONS

Shaw, H., Fenja, Z., & Ellis, D. A. (2017). The Technology Integration Model: Predicting Technology Adoption and Future Use. Talk presented at the 22nd Annual CyberPsychology, CyberTherapy & Social Networking Conference, June 26-28, Wolverhampton, UK.

Shaw, H., Ellis, D. A., Kendrick, L. & Wiseman, R. (2016). Individual differences between iPhone and Android smartphone users. Talk presented at the British Psychology Society - Social Section Annual Conference, August 31- September 2, Cardiff, UK

Andrews S., Ellis, D. A., & Shaw, H. (2015). Smartphone data: Developing a new methodological approach for social psychology. Talk presented at the British Psychology Society -Developmental and Social Section Annual Conference, September 9-11, Manchester, UK

Shaw, H. (2015). "It's just another manic Monday!" How does the weekly cycle effect social and occupational organisation? Talk presented at the PsyPAG Annual Conference, July 22-24, University of Glasgow, UK.

Kun, G., & Shaw, H. (2014). Perceiving facial expression from varying face orientations: an eye-tracking study. Talk presented at the European Conference on Visual Perception, August 24-28, Belgrade.