

Brett Major, PhD

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SKILLS

Research
experimental design, user experience research, survey development, quantitative research, A/B testing, data analysis, public speaking, randomized trials

Statistical Modeling
linear Modeling, ANOVA and ANCOVA, mediational modeling, multilevel modeling, regression

Software & Research Tools
SPSS (including PROCESS Macro), advanced Excel, HLM6, E-Prime, Amazon MTurk, Qualtrics, Survey Gizmo, familiar with SAS, R

PROJECTS

Partnered with **Rock the Vote** (RTV) to conduct a behavioral intervention among 4,500 Virginia voters. Compared impact of four text-message sequences on voter turnout & user engagement with RTV's online voter guide.

Led a study of 619 **Postcards for Virginia** voting activists that found volunteer participation in social settings increases self-identity with political participation and long-term engagement.

Partnered with **Women's March on Raleigh** to create a behavioral intervention to maximize engagement at a political rally and sustain future political involvement.

EDUCATION

PhD in Social Psychology
University of North Carolina at Chapel Hill, 2017

MA in Psychology
Wake Forest University, 2013

BS in Psychology
Texas Christian University, 2010
magna cum laude, Phi Beta Kappa, Honors with Thesis

SUMMARY

Applies extensive social psychology theory and methodologies to conduct research to solve problems and create experiences for users that are clear, meaningful, and emotionally relevant. Translates complex quantitative data findings into compelling stories and behavioral insights that drive innovation in product and content strategy, user research, and marketing.

EXPERIENCE

Executive Director & Behavioral Scientist, 07/2017 to Present

CitizenBe, Durham, NC

CitizenBe (citizenbe.org) is a start-up nonprofit working to cultivate political engagement through evidence-based research. I lead and manage a small team of behavioral scientists and oversee all operations, including:

- Building client relationships and leveraging research experience to design, implement, and evaluate user research studies with interdisciplinary teams
- Analyzing quantitative data to distill meaningful insights to inform design process, pitch deck presentations, thought leadership, and marketing
- Networking with investors, building partnerships, delivering pitches, writing grants, and cultivating a communication channel on Medium

Principal Investigator | Daily Reflection Study, 05/2015 to 05/2017

University of North Carolina, Department of Psychology, Chapel Hill, NC

Awarded \$15K Mind and Life Institute grant to design and conduct an eight-week randomized control health intervention trial with 180 adults. Supervised six research assistants in conducting lab studies, psychophysiological data collection, online questionnaires, diary surveys, and daily emotion reports.

Lead Researcher | Wellbeing Micro-Intervention Project, 08/2013 to 05/2015

University of North Carolina, Department of Psychology, Chapel Hill, NC

Designed, implemented, and analyzed two research studies, including a two-week behavioral wellbeing intervention. Supervised five research assistants in collecting survey data, psycho-physiological data in two lab sessions, and daily emotion reports over two weeks.

Core Member | Principles Project, 08/2013 to 11/2014

University of North Carolina, Department of Psychology, Chapel Hill, NC

Led a qualitative research program to identify principles for exemplary scientific practice in the UNC Social Psychology Department. Initiated mass-mobilized interviews with students, faculty, and alumni. Synthesized interviews into a set of departmental values and standards for conducting high-quality research.

Lead Researcher | Positive Regulation Study, 08/2011 to 05/2013

Wake Forest University, Department of Psychology, Winston-Salem, NC

Led three experimental research studies. Trained and managed 20+ research assistants to conduct lab experiments, collect psychophysiological data, and analyze results. Produced empirical research paper as basis for thesis, publication, and award-winning poster presentation at 2012 SSSP Conference

SELECT PUBLICATIONS

How to create (and sustain) political participation. [Behavioral Scientist](#), 2018.

What really drives political engagement? [Medium \(CitizenBe\)](#), 2017.

252 days of resistance: What we've learned about calling behaviors over time. [Medium \(CitizenBe\)](#), 2017.