

Octavia H. Zahrt

Curriculum vitae

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EDUCATION

Stanford University Graduate School of Business, Stanford, USA September 2020

Ph.D. in Organizational Behavior (Micro)

Dissertation: *Activity Adequacy Mindsets and their Effects on Health and Wellbeing*

University College London, London, UK 2015

B.A. in European Social and Political Studies, 1st Class Honors

Thesis: *Effects of Social Belonging and Social Network Diversity on Minority Ethnic Attainment in Medicine*

Paris Institute of Political Studies (Sciences Po), Paris, France 2013-14

Erasmus Programme

SELECTED GRANTS, SCHOLARSHIPS & AWARDS

Stanford Catalyst for Collaborative Solutions Research Grant 2018-21

Awarded \$2,250,000 for projects on “Motivating Mobility and Health on a Global Scale.”

PI: S. Delp.

Stanford Center for Digital Health Apple Watch Seed Grant 2017

Awarded 110 Apple Watches for novel and transformative research with health care technology, leveraging Stanford’s expertise and academic rigor to achieve meaningful community health improvements.

SPSP Graduate Travel Award, SPSP Annual Convention 2017

Awarded based on the excellence of the submitted conference abstract and on the strength of the applicant’s scholarly achievements.

SPSP Diversity Fund Graduate Travel Award, SPSP Annual Convention 2017

Awarded based on the excellence of the applicant’s scholarly record and with the goal to increase diversity within personality and social psychology.

The Dean’s List, Faculty of Arts and Humanities, University College London 2015

A commendation to undergraduate students excelling in their chosen field.

Awarded to students with the best overall performance in department.

German National Academic Foundation (Studienstiftung des Deutschen Volkes) Scholarship 2012-17

Awarded to students of outstanding academic achievements and potential.

PEER-REVIEWED PUBLICATIONS

Zahrt, O. H. & Crum, A. J. (2020). Effects of Physical Activity Recommendations on Mindset, Behavior and Perceived Health. *Preventive Medicine Reports*, 17, 101027.

Cauchard, J. R., Frey, J., **Zahrt, O. H.**, Crum, A., & Landay, J. A. (2019). The Positive Impact of Push vs Pull Progress Feedback. *Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies*, 3(3), 1-23.

Zahrt, O. H., & Crum, A. J. (2017). Perceived Physical Activity and Mortality: Evidence from Three Nationally Representative U.S. Samples. *Health Psychology*, 36(11), 1017.

WORKING PAPERS

Zahrt, O. H., Evans, K., Murnane, E., Santoro, E. W., Baiocchi, M., Landay, J., & Crum, A. J. *Leveraging Activity Adequacy Mindsets to Promote Health and Wellbeing.*

Santoro, E. W., Evans, K. M., Handley-Miner, I. J., **Zahrt, O. H.**, Smith, E. N., & Crum, A. J. *Meta-Mindsets: Targeting Mindsets About Mindsets to Motivate Mindset Change.*

Boles, D. Z., DeSousa, M., Turnwald, B. P., Horii, R. I., Duarte, T., **Zahrt, O. H.**, Markus, H. R., & Crum, A. J. *Can Being Healthy Be Fun and Indulgent Instead of Boring and Depriving? The Role of Mindsets in Motivating Healthy Behaviors.*

WORKS IN PROGRESS

Zahrt, O. H., Evans, K., Landay, J., & Crum, A. J. *How Mindsets Get Under the Skin: Investigating the Cognitive, Motivational, Affective, and Behavioral Processes Explaining the Influence of Mindsets on Health and Wellbeing.*

Oppezzo, M., **Zahrt, O. H.**, Neale, M. A., et al. *Walk 'N' Talk: Effects of Walking on a Treadmill Desk on Stress, Affect, and Negotiation Performance.*

Zahrt, O. H., Woolf, K., et al. *Encouraging Diversity in Friendship Networks to Promote Underrepresented Student Success.*

ORGANIZED SYMPOSIA

Zahrt, O. H. (Chair), Donnelly, G., Jachimowitz, J., & Dai, H. (2018). *Leveraging Social-Psychological Insights to Promote Public Health and Wellbeing.* Society for Personality and Social Psychology (SPSP) Annual Convention.

Zahrt, O. H. (Chair) & Turnwald, B. P. (Co-Chair), Lenne, R., & Wood, W. (2017). *Rethinking Health Behavior Change.* Society for Personality and Social Psychology (SPSP) Annual Convention.

 CONFERENCE PRESENTATIONS & INVITED TALKS

Zahrt, O. H., Evans, K., Landay, J., Murnane, L., & Crum, A. J. (2020). *Effects of Physical Activity Mindsets on Affect, Behavior, Health and Wellbeing*. Talk presented to the research group on Motivating Mobility and Health on a Global Scale at Stanford University.

Young, S., Izaguirre, F., Williams, A., & **Zahrt, O. H.** (2019). *Using Tech to Combat Workplace Discrimination*. Panel discussion at the The Code for Justice Summit hosted by Code 2040.

Zahrt, O. H., Evans, K., & Crum, A. J. (2019). *Wearable Fitness Trackers and Their Effects on Mindsets and Stress: A Longitudinal Experiment*. Poster presented at the Society for Personality and Social Psychology (SPSP) Annual Convention.

Zahrt, O. H. & Crum, A. J. (2018). *Perceived Physical Activity and Health: The Role of Social Comparison and Wearable Technology*. Talk presented at the Association for Psychological Science (APS) Annual Convention.

Zahrt, O. H. & Crum, A. J. (2018). *The Role of Mindsets in Promoting Public Health*. Talk presented at the Society for Personality and Social Psychology (SPSP) Annual Convention.

Zahrt, O. H. & Pfeffer, J. (2017). *Unintended Symbolic Effects of Workplace Health Promotion*. Talk presented in the Organizational Behavior Seminar at Stanford Graduate School of Business.

Zahrt, O. H. & Crum, A. J. (2017). *Adverse Psychological Side-Effects of Physical Activity Guidelines*. Talk presented at the Society for Personality and Social Psychology (SPSP) Annual Convention.

Zahrt, O. H. & Crum, A. J. (2016). *Effects of Public Health Messages About Physical Activity on Health-Related Mindsets and Health Outcomes*. Talk presented at the American Public Health Association (APHA) Annual Meeting.

Zahrt, O. H., Carney, D. R. & Maner, J. K. (2016). *Effects of Power, Social Status, Hierarchical Instability, and Gender on Prosocial Behavior*. Poster presented at the Society for Personality and Social Psychology (SPSP) Annual Convention.

 SELECTED MEDIA COVERAGE

Stanford Business Insights: How Exercise Recommendations Might Work against Us (March 10, 2020).

BBC: How Your Mindset Determines Your Health (April 11, 2018).

The New York Times: How our Beliefs Can Shape our Waistlines (Feb 22, 2018).

NPR: Just Thinking You're Slacking on Exercise Could Boost Risk of Death (July 20, 2017).

Stanford News: Perceiving Oneself as Less Physically Active Than One's Peers is Linked to a Shorter Lifespan, Stanford Researchers Say (July 20, 2017).

TEACHING EXPERIENCE

The Paths to Power: MBA Course, Stanford University Graduate School of Business; Teaching Assistant for Professor Jeffrey Pfeffer.	2017-19
Organizational Behavior: MBA Course, Stanford University Graduate School of Business; Grader for Professors Francis Flynn and Michal Kosinski.	2019
Business Fundamentals: Undergraduate Course, San José State University; Guest Lecture on Wellbeing in the Workplace.	2018
Managing Groups and Teams: MBA Course, Stanford University Graduate School of Business; Teaching Assistant for Professor Lindy Greer.	2017

WORK EXPERIENCE

Trainee, Human Resources Analytics European Central Bank	Starting September 2020
Adviser RIVA	2019
People Analytics, Ph.D. Fellow Google	2018

PROFESSIONAL SERVICE

Ad-Hoc Reviewer ACM Conference on Human Factors in Computing Systems (CHI); Appetite Journal	2016-19
President, Ph.D. Association of Women Stanford University Graduate School of Business	2018-19
Officer, Ph.D. Association of Women Stanford University Graduate School of Business	2017-18
Student Mentor, Ph.D. Mentorship Program Stanford University Graduate School of Business	2016-19
President, European Society University College London	2012-13

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM)
Society for Personality and Social Psychology (SPSP)
American Psychological Association (APA)
American for Psychological Science (APS)

American Public Health Association (APHA)

Association for Computing Machinery (ACM)

TECHNICAL SKILLS

R, statistical data analysis (advanced)

SQL, programming language (intermediate)

HTML, programming language (basic)

Java, programming language (basic)

LANGUAGES

German, native speaker

English, fluent

French, fluent

Latin, good knowledge

Spanish, basic knowledge

PROFESSIONAL REFERENCES

Dr. Alia Crum – Dissertation adviser, collaborator and committee member

Stanford University, Department of Psychology

crum@stanford.edu

Dr. Jeffrey Pfeffer – Departmental adviser and committee member

Stanford University Graduate School of Business, Department of Organizational Behavior

pfeff@stanford.edu

Dr. James Landay – Collaborator and committee member

Stanford University, Department of Computer Science

landay@stanford.edu