

# CURRICULUM VITAE

## HALE FORSTER

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1190 Amsterdam Ave  
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Columbia University  
New York, NY 10027

### EDUCATION

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**Columbia University**, New York, NY (current)  
**Ph.D.**, Psychology, expected June 2020  
Focus: environmental judgment and decision making

**University of Oregon**, Eugene, OR  
**B.A. *summa cum laude***, Psychology (with Honors), June 2010  
Minor: Environmental Studies  
GPA: 4.18  
Senior Honors Thesis: “Did You Bring It? The Effect of Ambiguous Stimulus Presentation on the Processing of Informational Prompts in Behavioral Interventions”

### RESEARCH EXPERIENCE

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**Columbia University**, New York, NY 2015-Present  
Graduate Fellow  
Center for Research on Environmental Decisions (CRED)  
Center for Decision Sciences (CDS) at the Graduate School of Business  
Advisor: Elke U. Weber, Ph.D.

**University of Oregon**, Eugene, OR 2010  
Data Analysis Intern, Department of Environmental Studies  
Principle Investigator: Greg Bothun, Ph.D.

**University of Oregon**, Eugene, OR 2008-2010  
Research Assistant, Environmental Psychology  
Researcher: Ezra Markowitz, Ph.D.

**Oregon Health and Science University**, Portland, OR 2006  
Research Intern, Behavioral Neuroscience Department  
Principal Investigator: Chris Cunningham, Ph.D.

**Good Samaritan Hospital**, Portland, OR 2005  
Intern, Cardiology  
Supervisor: Dr. John McAnulty

## TEACHING EXPERIENCE

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**Columbia University**, New York, NY 2016

Teaching Fellow, Psychology

Thinking and Decision Making & Science of Psychology

**University of Oregon**, Eugene, OR 2010

Undergraduate Teaching Assistant, Department of Environmental Studies

Ecological Footprint of Energy Generation

## PROFESSIONAL EXPERIENCE

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**Research Into Action**, Portland, OR

Senior Consultant 1, 2011-2015

Energy efficiency program evaluator and market researcher. Used knowledge of research design, research methods, and behavioral theory in developing sound research study designs to evaluate energy efficiency and demand response programs. Managed teams of researchers, wrote surveys, conducted qualitative and statistical analyses, and produced published research reports.

## HONORS, AWARDS, AND GRANTS

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Graduate Research Fellow, National Science Foundation 2016-2020

Graduate Fellow, Columbia University 2015-2020

Phi Beta Kappa Oregon Six, University of Oregon, 2010

Library Undergraduate Research Award, University of Oregon, \$1,000, 2010

“Common versus Differentiated Goals in the Face of Between-Country Inequities:

Evaluating the Effectiveness of the Helsinki and Oslo Protocols on the Reduction of Sulfur Emissions”

University of Oregon Office of Sustainability Grant, \$225, 2009.

## PUBLICATIONS UNDER REVIEW

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Yoeli, E., Budescu, D. V., Carrico, A. R., Delmas, M. A., DeShazo, J.R., Ferraro, P. F., Forster, H. A., Kunreuther, H., Larrick, R. P., Lubell, M., Markowitz, E. M., Tonn, B., Vandenberg, M. P., & Weber, E. U. (Under Review at Behavioral Science and Policy). Behavioral science tools for energy and environmental policy.

Forster, H. A., & Markowitz, E. M. (Under Review). Pairing ambiguous and informational stimuli to motivate environmental behavior change.

## CONFERENCE PRESENTATIONS AND POSTERS

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Forster, H. A., Crookes, R. D., & Weber, E. U. (2016, August). *Defaults, Transportation Habits, and Information Search*. Poster presented at Science of Habits: The Habit Driven Consumer, Catalina Island, CA.

- Schwarz, P., Forster, H., Hathaway, Z., Mangan, D., & Tiell, O. (2016, August). *Visualize it: New tools to inform next generation plug load and appliance programs*. Poster presented at ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, CA.
- Forster, H., Moran, D., Dunn, A., & Murray, C. (2014, September). *What does success look like? Evaluating efficiency programs with community organizations*. Paper presented at 2014 International Energy Policy and Programme Evaluation Conference, Berlin, Germany. Madison, WI: International Energy Program Evaluation Conference.
- Forster, H., & Dunn, A. (2014, September). *Beauty and the beast: How academic research principles and energy efficiency reality can live happily ever after*. BEHAVE Energy Conference 2014, Oxford, United Kingdom.
- McClaren, M. S., Forster, H., & Gonzales, P. (2013, December). *What is needed to build an expanded toolbox for behavior change*. Behavior Energy and Climate Conference, Sacramento, CA.
- Moran, D., & Forster, H. (2013, September). *Voluntary peak load curtailment: What drives household performance?* Paper presented at 2013 International Conference on Energy Efficiency in Domestic Appliances and Lighting, Coimbra, Portugal.
- Forster, H., Moran, D., & Gettig, B. (2013, August). *What's driving the CART in behavior-based demand response?* Paper presented at 2013 International Energy Program Evaluation Conference, Chicago, IL. Madison, WI: International Energy Program Evaluation Conference.
- Suzuki, J., & Forster, H. (2013, August). *Test of web survey of general utility population: Confound effect with increasing electronic communication*. Poster presented at the International Energy Program Evaluation Conference, Chicago, IL.
- Gonzales, P., Peters, J.S., McClaren, M., Dunn, A., & Forster, H. (2013, January). *Integrating more behavior change strategies into a portfolio*. Paper presented at 2013 National Energy Services Conference, Orlando, FL. Phoenix, AZ: Association of Energy Services Professionals.
- Moran, D., Forster, H., & Gettig, B. (2012, August). *You want me to do what? Smart grid and demand response pilots test the waters with residential customers*. Paper presented at ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, CA. Washington, D.C.: American Council for an Energy-Efficient Economy.
- Bliss, R., & Forster, H. (2011, November). *Use of Live In-School Theater to Teach Energy Concepts to Children*. Poster presented at Behavior, Energy and Climate Change Conference, Washington, D.C.

## SELECTED EVALUATIONS AND MARKET RESEARCH REPORTS

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Research Into Action. (2014). *Residential Solutions Workbook Phase I: Market View*. Prepared for Southern California Edison. <http://www.calmac.org/startDownload.asp?Name=Residential%5FSolutions%5FWorkbook%5F1%2E0%5F6%2D23%2D14%2Exlsx&Size=605KB>.

Research Into Action. (2014). *Process Evaluation and Market Characterization Assessment: GJGNY Outreach Program*. Prepared for New York State Energy Research and Development Authority. <http://www.nyserda.ny.gov/-/media/Files/Publications/PPSER/Program-Evaluation/2014ContractorReports/2014-EMEP-GJGNY-Outreach.PDF>.

Research Into Action. (2013). *Peak Time Rebate Program Process Evaluation*. Prepared for San Diego Gas and Electric.

[http://www.calmac.org/publications/Sempra\\_PTR\\_final\\_report\\_FINAL.pdf](http://www.calmac.org/publications/Sempra_PTR_final_report_FINAL.pdf).

McRae, M., & Forster, H. (2012). *Process Evaluation: Existing Facilities Program*. Prepared for New York State Energy Research and Development Authority. <http://www.nyseda.ny.gov/-/media/Files/Publications/PPSER/Program-Evaluation/2012ContractorReports/2012-EFP-Process-Report.pdf>.

### **INVITED TALKS**

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Science of Psychology Class, “Decision Making”, 2016.

Columbia University Psychology Department Colloquium, “Understanding and Motivating Environmental Decisions”, 2015.

### **PROFESSIONAL MEMBERSHIPS**

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Society for Judgment and Decision Making  
Behavioral Science and Policy Association