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School of Psychological Science  
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### **Academic Positions and Roles**

**From February 21:** *UKRI Future Leader Fellow*, Population Health Sciences, Bristol Medical School, University of Bristol

**Since November 18:** *Turing Fellow*, Alan Turing Institute

**November 17 – January 21:** *Vice-Chancellor's Research Fellow in Digital Innovation and Wellbeing* School of Experimental Psychology, University of Bristol

**October 16 – September 17:** *Research Fellow*, Cyber Security Centre, Warwick Manufacturing Group, University of Warwick

**October 15 – September 17:** *Research Fellow*, Behavioural Science Group, Warwick Business School, University of Warwick

**August 12 – October 15:** *Research Fellow*, Horizon Digital Economy Research, University of Nottingham

**June 11 – July 12:** *Research Assistant*, Horizon Digital Economy Research, University of Nottingham

### **Education**

**Sep 07 – June 11:** *PhD in Psychology*, School of Psychology, University of Nottingham

**Sep 06 – Sep 07:** *MSc in Research in Psychology*, Experimental Psychology Department, University of Oxford

**Sep 98 – June 03:** *Honours' Degree in Psychology*, Department of Psychology, Moscow State University

### **Peer Reviewed Journal and Conference Publications**

#### **2020**

Fleck, R., Cecchinato, M. E., Cox, A. L., Harrison, D., Marshall, P., Na, J. H., & Skatova, A. (2020). Life-swap: how discussions around personal data can motivate desire for change. *Personal and Ubiquitous Computing*, <https://doi.org/10.1007/s00779-020-01372-9>

#### **2019**

Skatova, A., Shiells, K., & Boyd, A. W. (2019). Attitudes towards transactional data donation and linkage in a longitudinal population study: evidence from the Avon Longitudinal Study of Parents and Children. *Wellcome Open Research*, 4(192), 192, <https://wellcomeopenresearch.org/articles/4-192/v1>

Skatova, A., & Goulding, J. (2019). Psychology of personal data donation. *PLoS ONE*, 14(11), <https://doi.org/10.1371/journal.pone.0224240>

Burgess, L. C., **Skatova, A.**, Ma, S., McDonald, R., & Maple, C. (2019). The value of personal data in IoT: Industry perspectives on consumer conceptions of value. In *Living in the Internet of Things (IoT 2019)*: 25-11, <https://digital-library.theiet.org/content/conferences/10.1049/cp.2019.0150>

## 2018

Taylor, P. (Ed.), Allpress, S. (Ed.), Carr, M., Lupu, E., Norton, J., Smith, L., Blackstock, J., Boyes, H., Hudson-Smith, A., Brass, I., Chizari, H., Cooper, R., Coulton, P., Craggs, B., Davies, N., De Roure, D., Elsdon, M., Huth, M., Lindley, J., ... Westbury, PS. (2018). Internet of Things: realising the potential of a trusted smart world. *Royal Academy of Engineering*. <https://www.raeng.org.uk/publications/reports/internet-of-things-realising-the-potential-of-a-tr>

## 2017

**Skatova, A.**, Spence, A., Leygue, C., & Ferguson, E. (2017). Guilty repair sustains cooperation, angry retaliation destroys it. *Scientific reports*, 7, 46709. <https://www.nature.com/articles/srep46709>

## 2016

**Skatova, A.**, Bedwell, B., & Kuper-Smith, B. (2016). When Push Comes to Shove: Compensating and Opportunistic Strategies in a Collective-Risk Household Energy Dilemma. *Frontiers in Energy Research*. <https://www.frontiersin.org/articles/10.3389/fenrg.2016.00008/full>

**Skatova, A.**, Bedwell, B., Shipp, V., Huang, Y., Young, A., Rodden, T., & Bertenshaw, E. (2016, May). The role of ICT in office work breaks. In *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems* (pp. 3049-3060). <https://dl.acm.org/doi/abs/10.1145/2858036.2858443>

## 2015

**Skatova, A.**, Shipp, V. E., Spacagna, L., Bedwell, B., Beltagui, A., & Rodden, T. (2015). Datawear: Self-reflection on the go or how to ethically use wearable cameras for research. In *CHI 2015 - Extended Abstracts Publication of the 33rd Annual CHI Conference on Human Factors in Computing Systems: Crossings* (Vol. 18, pp. 323-326). Association for Computing Machinery (ACM). <https://doi.org/10.1145/2702613.2725450>

Huang, Y., **Skatova, A.**, Bedwell, B., Rodden, T., Shipp, V., & Bertenshaw, E. (2015). Designing for human sustainability: The role of self-reflection. In *MobileHCI 2015 - Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct* (pp. 1042-1045). Association for Computing Machinery (ACM). <https://doi.org/10.1145/2786567.2794323>

Kwok, S. Y., **Skatova, A.**, Shipp, V., & Crabtree, A. (2015). The ethical challenges of experience sampling using wearable cameras. In *MobileHCI 2015 - Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct* (pp. 1054-1057). Association for Computing Machinery (ACM). <https://doi.org/10.1145/2786567.2794325>

Young, A. L., **Skatova, A.**, Bedwell, B., Rodden, T., & Shipp, V. (2015). The role of accidental self-reflection in wearable camera research. In *MobileHCI 2015 - Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct* (pp. 1062-1065). Association for Computing Machinery (ACM). <https://doi.org/10.1145/2786567.2794324>

Kefalidou, G., **Skatova, A.**, Shipp, V., & Bedwell, B. (2015). The role of self-reflection in sustainability. In *MobileHCI 2015 - Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct* (pp. 1030-1033). Association for Computing Machinery (ACM). <https://doi.org/10.1145/2786567.2795398>

Ng, K. H., Shipp, V., **Skatova, A.**, & Bedwell, B. (2015). What's cooking: A digital intervention to encourage sustainable food behaviour using mobile and wearable technologies. In *MobileHCI 2015 - Proceedings of the 17th International Conference on Human-Computer Interaction with Mobile Devices and Services Adjunct* (pp. 1058-1061). Association for Computing Machinery (ACM). <https://doi.org/10.1145/2786567.2794330>

## 2014

Otto, A. R. \*, **Skatova, A.** \*, Madlon-Kay, S., & Daw, N. D. (2014). Cognitive Control Predicts Use of Model-based Reinforcement Learning. *Journal of Cognitive Neuroscience*, 27(2), 319-333.

[https://doi.org/10.1162/jocn\\_a\\_00709](https://doi.org/10.1162/jocn_a_00709)

*\* joint first author*

Kefalidou, G., **Skatova, A.**, Brown, M., Shipp, V., Pinchin, J., Dix, A., Kelly, P., & Sun, X. (2014). Enhancing self-reflection with wearable sensors. In *MobileHCI 2014 - Proceedings of the 16th ACM International Conference on Human-Computer Interaction with Mobile Devices and Services* (pp. 577-580). Association for Computing Machinery (ACM).

<https://doi.org/10.1145/2628363.2634257>

Ferguson, E., Semper, H., Yates, J., Fitzgerald, J. E., Skatova, A., & James, D. (2014). The 'dark side' and 'bright side' of personality: When too much conscientiousness and too little anxiety are detrimental with respect to the acquisition of medical knowledge and skill. *PLoS ONE*, 9(2), [e88606]. <https://doi.org/10.1371/journal.pone.0088606>

Shipp, V., **Skatova, A.**, Blum, J., & Brown, M. (2014). The ethics of wearable cameras in the wild. In 2014 IEEE International Symposium on Ethics in Science, Technology and Engineering, ETHICS 2014 [6893382] Institute of Electrical and Electronics Engineers (IEEE).

<https://doi.org/10.1109/ETHICS.2014.6893382>

**Skatova, A.**, & Ferguson, E. (2014). Why do different people choose different university degrees? Motivation and the choice of degree. *Frontiers in Psychology*, 5, [1244].

<https://doi.org/10.3389/fpsyg.2014.01244>

Leygue, C., Ferguson, E., **Skatova, A.**, & Spence, A. (2014). Energy sharing and energy feedback: affective and behavioral reactions to communal energy displays. *Frontiers in Energy Research*, 2, 29. <https://www.frontiersin.org/articles/10.3389/fenrg.2014.00029/full>

## 2013

**Skatova, A.**, Chan, P. A., & Daw, N. D. (2013). Extraversion differentiates between model-based and model-free strategies in a reinforcement learning task. *Frontiers in Human Neuroscience*, (SEP), [A525]. <https://doi.org/10.3389/fnhum.2013.00525>

Ferguson, E., Ward, J. W., **Skatova, A.**, Cassaday, H. J., Bibby, P. A., & Lawrence, C. (2013). Health specific traits beyond the Five Factor Model, cognitive processes and trait expression: Replies to Watson (2012), Matthews (2012) and Haslam, Jetten, Reynolds, and Reicher (2012). *Health Psychology Review*, 7(SUPPL1). <https://doi.org/10.1080/17437199.2012.701061>

**Skatova, A.,** & Ferguson, E. (2013). Individual differences in behavioural inhibition explain free riding in public good games when punishment is expected but not implemented. *Behavioral and Brain Functions*, 9(1), [3]. <https://doi.org/10.1186/1744-9081-9-3>

## 2011

**Skatova, A.,** & Ferguson, E. (2011). What makes people cooperate? Individual differences in BAS/BIS predict strategic reciprocation in a public goods game. *Personality and Individual Differences*, 51(3), 237-241. <https://doi.org/10.1016/j.paid.2010.05.013>

## In Preparation

**Skatova, A.,** Stewart, N., Flavahan, E., & Goulding, J. Those Whose Calorie Consumption Varies Most Eat Most. Manuscript in preparation. <https://psyarxiv.com/ah8jp/>

Lavelle-Hill, R., Goulding, J., **Skatova, A.,** Clarke, D., & Bibby, P. Buying what people like you buy: Personality Homophily and Well-being in Consumer Behaviour. <https://osf.io/nxsv9>

**Skatova, A.,** McDonald, R., Ma, S., & Maple, C. Unpacking Privacy: Willingness to pay to protect personal data. Manuscript in preparation. <https://psyarxiv.com/ahwe4>

## Book Chapters

Siebers, P-O., Figueredo, G., Hirono, M., & Skatova, A. (2017). Developing Agent-Based Simulation Models for Social Systems Engineering Studies. In *Social Systems Engineering: The Design of Complexity*. <https://onlinelibrary.wiley.com/doi/abs/10.1002/9781118974414.ch7>

## Research Funding and Awards

**2021 - 2028** UKRI Future Leaders Fellowship, *Transaction Data For Population Health*, funded by UKRI, £1.4m

**2019 - 2021** PI on *Data Donation: Personal Data for Health Research & Policy Making*, Project Grant, funded by Alan Turing Institute, £189k

**2017 - 2021** Vice Chancellor's Fellowship in Digital Innovation and Wellbeing, Funder: University of Bristol, £374k

**2017:** Lead investigator on the *Value of Personal Data* grant by PETRAS hub, EPSRC (£115k, PI Prof Carsten Maples, Warwick Manufacturing Group, University of Warwick, in collaboration with Dr Rebecca McDonald, Warwick Business School, University of Warwick, and a number industry partners, including Which?, Digital Catapult, MET Police, British Gas and BT).

**2015:** Co-investigator on *Life-swap* project funded by Beyond Balance network (£3k, led by Rowanne Fleck, University of Birmingham).

**2013-2015:** Lead Investigator on Horizon Institute *Datawear* project (co-funded by Unilever and Horizon, Unilever contribution €30k)

**2013:** Co-investigator on Horizon Institute PowerPlay project (in collaboration with E.ON)

**2011:** *A.T. Kearney Scholarship (£300)* for the Falling Walls Conference 2011, Berlin, Germany

**2011:** University of Nottingham, *Travel Prize (£500)* for the Falling Walls Conference 2011, Berlin, Germany

**2009:** University of Nottingham, *Building Experience and Skill Travel Scholarship (£3k)*, visit to Centre for Neural Science, New York University

**2009:** University of Nottingham, *Travel Prize (£750)*, visit to the International Society for the Study of Individual Differences 2009 meeting in Chicago, USA

**2009** The Brain, *Travel Prize (£600)*, visit to the International Society for the Study of Individual Differences 2009 meeting in Chicago, USA

**Sep 07 – Sep 10:** School of Psychology, University of Nottingham, *PhD studentship*

### **Teaching**

**2018 - 2019:** School of Psychological Science, University of Bristol, a module: Can big data help to understand human behaviour?

**May 16 – Sep 16:** MSc in Behavioural and Economic Science, University of Warwick, Project supervisor.

**Sep 11 – Dec 14:** Horizon Doctoral Training Center, University of Nottingham

Seminar Tutor: seminars on quantitative research methods for PhD students.

Project Supervisor: supervision of PhD students and interns in 2-3 months long research projects.

**Oct 07 – May 10:** School of Psychology, University of Nottingham

Demonstrator: 1st and 2nd year Practical Methods in Psychology module.

Seminar Tutor: seminars for 2nd year Social and Developmental Psychology and Cognitive Psychology modules, tutorials for subsidiary students for Individual in Society module.

Stats helpdesk: a drop-in hour to provide support for Statistical Methods in Psychology module for 1st and 2nd year psychology students.

### **Selected Conference Presentations** (as presenting author):

**11.07.19:** Skatova, A. Public attitudes of using commercial data for societal benefits. Invited talk at the Office for National Statistics Policy Conference, Bristol, UK.

**07.09.17:** Skatova, A. The value of personal data. Invited talk at the Network of Integrated Behavioural Science workshop, University of Nottingham, UK.

**04.05.17:** Skatova, A. Why people are not always making good choices? and how Big Data can help to understand it. Invited talk at the Network of Integrated Behavioural Science workshop, University of Warwick, UK.

**26.07.17:** Skatova, A., Spence, A., Leygue, C., Ferguson, E. Guilty repair sustains cooperation, angry retaliation destroys it. Talk at the 2017 International Society for the Study of Individual Differences meeting, Warsaw, Poland.

**10.05.16:** Skatova, A., Bedwell, B., Shipp, V., Huang, Y., Young, A., Rodden, T., Bertenshaw, E. The role of ICT in office work breaks. Peer-reviewed paper and talk at the 2016 Computer Human Interactions (CHI) Conference, San Jose, CA, USA.

**29.07.15:** Skatova, A., Bedwell, B., Kuper-Smith, B. Opportunistic strategies in a collective-risk household energy dilemma explained by BIS/BAS. Talk at the 2015 International Society for the Study of Individual Differences, London, Ontario, Canada.

**24.06.15:** Skatova, A., Bedwell, B., Kuper-Smith, B. When push comes to shove: compensatory and opportunistic strategies in a collective-risk household energy dilemma. Talk at the 16th International Conference on Social Dilemmas. Hong Kong.

**14.02.14:** Skatova, A., Spence, A., Leygue, C., Ferguson, E. Vicious circle of negative emotions in social decisions. Poster at the 2014 Society for Personality and Social Psychology, Austin, Texas, USA.

**28.09.13:** Skatova, A., Spence, A., Leygue, C., Ferguson, E. Anger, disgust and irritation motivate decline of cooperation. Poster at the Society for Neuroeconomics Annual Meeting, Lausanne, Switzerland.

**05.11.13:** Skatova, A., Leygue, C., Spence, A., Bedwell, B., Walczak, E., Ferguson, E. Communal energy displays: the role of emotions in environmental decisions. Talk at the Digital Engagement 2012, Aberdeen, UK.

**28.07.11:** Skatova, A., Ferguson, E. Individual differences in BAS/BIS predict behaviour in two Public Goods Games experiments. Talk at the International Society for the Study of Individual Differences meeting, London, UK.

### **Workshop/conferences organized**

**2019:** Online targeting/personalisation event at Alan Turing Institute

**2016:** Workshop Behavioural Science in Big Data, University of Nottingham

**2011 - 2014:** Weekly Horizon Human Behaviour research seminars (both internal and external speakers), Horizon Digital Economy Research, University of Nottingham, Nottingham, UK

**2015:** Symposium: Behavioural economics and psychology: individual differences in cooperation. International Society for Study of Individual Differences, London, Canada.

**2013:** Workshop: Ethics of using wearable cameras in research workshop. Horizon Digital Economy Research, University of Nottingham, Nottingham, UK

### **Impact (Selected)**

**2019-2020:** Advisory Board for Consent project, Institute for Social and Economic Research, University of Essex

**2019:** Harris, A., **Skatova, A.**, Vidgen, B., Raab, C., Hitrova, C., Dorobantu, C., Margetts, H., Crowcroft, J., Veale, M., Hills, T., Response of the Public Policy Programme, Alan Turing Institute to the DCMS and the Home Office's Online Harms White Paper [https://www.turing.ac.uk/sites/default/files/2019-07/response\\_of\\_the\\_public\\_policy\\_programme\\_to\\_the\\_dcms\\_and\\_the\\_home\\_offices\\_online\\_harms\\_white\\_paper.pdf](https://www.turing.ac.uk/sites/default/files/2019-07/response_of_the_public_policy_programme_to_the_dcms_and_the_home_offices_online_harms_white_paper.pdf)

**2019:** Buchanan, B., Cave, J., Crowcroft, J., Grindrod, P., Gomer, R., Ng, I., Ostmann, F., Simperl, E., **Skatova, A.**, Smallman, M., Treleaven, P., Walker, J. Response of the Finance and Economics Programme, Alan Turing Institute to the BEIS and DCMS consultation on Smart Data, [https://www.turing.ac.uk/sites/default/files/2019-08/response\\_of\\_the\\_finance\\_and\\_economics\\_programme\\_to\\_the\\_beis\\_and\\_dcms\\_consultation\\_on\\_smart\\_data.pdf](https://www.turing.ac.uk/sites/default/files/2019-08/response_of_the_finance_and_economics_programme_to_the_beis_and_dcms_consultation_on_smart_data.pdf)

**2019: Skatova, A.,** Lorenz-Spreen, P., Lewandowsky, S., Leiser, M., Herzog, S. Response to Centre for Data Ethics and Innovation: Review of online targeting. [http://anyaskatova.com/wp-content/uploads/2020/10/Response to CDEI consultation v6120819-1.pdf](http://anyaskatova.com/wp-content/uploads/2020/10/Response%20to%20CDEI%20consultation%20v6120819-1.pdf)

**2019:** Advisory Board for Finance Conduct Authority Open Finance

**2018:** Advisory Board for Which? Control, Alt, Delete: The Future of Consumer Data

**2019:** Advisory Board for Centre for Data Ethics and Innovation Online Targeting/Personalised Advertising project

### **Media Coverage & Blogs (Selected):**

**2020:** Jean Golding Institute blog, *Dr Anya Skatova, Bristol Turing Fellow, received the prestigious UKRI Future Leader Fellowship*, <https://jeangoldinginstitute.blogs.bristol.ac.uk/2020/10/23/dr-anya-skatova-bristol-turing-fellow-received-the-prestigious-ukri-future-leader-fellowship/>

**2019:** Shiells, K., *Accessing transaction records for linkage in longitudinal cohort studies: how can researchers safeguard participants?* <https://www.closer.ac.uk/news-opinion/blog/accessing-transaction-records-linkage-longitudinal-cohort-studies-researchers/>

**2017:** “Guilty repair sustains cooperation, angry retaliation destroys it” published in Scientific Reports was featured in Daily Mail. <https://www.dailymail.co.uk/sciencetech/article-4497032/Researchers-guilt-trips-lead-better-cooperation.html>

**2015: Skatova, A.,** The Conversation, *Don't expect straight answers on data sharing from the firms that profit from it*, <https://theconversation.com/dont-expect-straight-answers-on-data-sharing-from-the-firms-that-profit-from-it-46029>

**2015: Skatova, A. & Goulding, J.,** The Conversation, *Donate your data – how your digital footprint can be used for the public good*, <https://theconversation.com/donate-your-data-how-your-digital-footprint-can-be-used-for-the-public-good-35525>

**2014: Skatova A.,** The Conversation, *Arts students are motivated more by love of subject than money or future careers*, <https://theconversation.com/arts-students-are-motivated-more-by-love-of-subject-than-money-or-future-careers-34330>

**2014: Skatova, A.,** The Conversation, *Dutch student sells his data for €350 but at what price privacy?* <https://theconversation.com/dutch-student-sells-his-data-for-350-but-at-what-price-privacy-25736>

**2014:** Caroline Leygue appeared on BBC Nottingham to discuss results of our paper “Energy sharing and energy feedback: Affective and behavioural reactions to communal energy displays” published in *Frontiers in Energy Systems and Policy*.

**2013: Skatova, A.,** The Conversation, *Hard evidence: how much is your data worth to you?* <https://theconversation.com/hard-evidence-how-much-is-your-data-worth-to-you-20177>

**2013:** Presented Horizon work at a public engagement event organized by EON

**2012:** Organized a Horizon Institute stall at a ESRC Research Methods Festival, Oxford

### **Academic Services**

Ad-hoc reviewer for *EPSRC, ESRC standard grants and fellowships*.

Ad-hoc reviewer for *Motivation Science, Personality and Individual Differences, Frontiers in Energy Systems and Policy, Interacting with Computers, Computer Human Interactions conference,*

*Research in Personality, Journal of Medical Internet Research, Evolutionary Psychology, British Journal of Psychology, BMC Medical Education, Social Psychological and Personality Science*

**Invited talks**

02.09.19: Competition and Markets Authority, London, UK

31.07.19: Privitar (Data Privacy Software Enterprise), London, UK

24.07.19: Office of Communications, London, UK

11.07.19: Office for National Statistics Policy Conference, Bristol, UK

05.07.19: Fairness, Transparency, Privacy Group, Alan Turing Institute, London, UK

24.06.19: Department of Twin Research Seminar, King's College London, London, UK

22.05.19: London Judgement and Decision Making Group, University College London (UCL), London, UK

09.05.19: Finance Conduct Authority, London, UK

23.04.19: Consumer Protection Charity Which?, London UK

23.04.19: Centre for Data Ethics and Innovation, Department for Sport, Media, and Culture, London, UK

05.07.18: Cohort and Longitudinal Studies Enhancement Group Executive Meeting, University College London, London, UK

18.04.18: School of Psychological Science, University of Bristol, Bristol, UK

12.02.18: Tobacco and Alcohol Research Group, University of Bristol, Bristol, UK

21.05.18: Institute for Social and Economic Research, University of Essex, Essex, UK

07.09.17: Network of Integrated Behavioural Science workshop, University of Nottingham, UK

04.05.17: Network of Integrated Behavioural Science workshop, University of Warwick, UK

09.02.17: Consumer Protection Charity Which?, London UK

*Pre-2017 (selected):*

15.01.14: Tyndal Centre for Climate Change Research, University of East Anglia, Norwich, UK

27.03.14: Computing Department, Open University, Milton Keynes, UK

21.01.15: Unilever R&D, Colworth, UK