

# Tyson Daniel Gersh



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## Objective

I am passionate about designing, testing, and implementing innovative strategies that reduce social, economic, and educational inequality, improve disparities in resource accessibility, and, ultimately, promote a more equitable and self-determined world.

## Education

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**Bachelor of Science**

**Concentration: Psychology**

**Anticipated Graduation Date: April 2013**

**University of Michigan, Dearborn, MI**

## Leadership Experience

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Neurotastic.org - Creator, Educator

January 2013 - Present

- Neurotastic.org is an online learning resource that features a collection of student-generated, neuroscience-specific, interactive web content. This site is intended to be a “Complete Idiot’s guide to Neuroscience”, with the ultimate goal of providing valuable educational resources to the online learning community.
- Generated idea, designed and manage website, developed curriculum, organized and instructed high school course, and worked with students to help them create interactive web-based educational content.
- See [www.neurotastic.org](http://www.neurotastic.org) for more info

The Michigan Urban Farming Initiative - Founder, President

February 2011 - Present

- The Michigan Urban Farming Initiative is a 501(c)(3) nonprofit organization that seeks to engage members of the Michigan community in sustainable agriculture. We believe that challenges unique to the Michigan community (e.g., vacant land, poor diet, nutritional illiteracy, and food insecurity) present a unique opportunity for community-supported agriculture. Using agriculture as a platform to promote education, sustainability, and community—while simultaneously reducing socioeconomic disparity—we hope to empower urban communities.
- Responsible for acquiring 501(c)(3) non-profit status, forming and managing board, all social media, marketing, and brand communications, obtaining funding, building professional and community support networks, purchased property, built and manage website - I am directly involved in all organization activity.
- See [www.miufi.org](http://www.miufi.org) for more info

## Employment History

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Assistant Coach - Skyline Crew

June 2010 - May 2012

- Created workout programs, made technical changes, and developed the team members overall athletic abilities.

Private Coach - Proteus Crew

Summer 2011, 2012

- Provided private sculling, sweep rowing, and fitness training to individual athletes. Athlete skill level ranged from beginner to elite

Server - Olive Garden

June 2010 - February 2012

- Work as a server in America's most popular casual Italian restaurant. Developed excellent interpersonal skills.



## Research Experience

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### Research Assistant, Lab Manager – The Ideas Lab July 2011 – Present

- The University of Michigan – Ann Arbor, Department of Psychology
- Work with a team of highly motivated, intellectually capable, and research-oriented students studying various topics in Social Psychology. Specific phenomena covered include: Competitive Motivation, Altruism, Decision making, and the Experts Bias. Duties included Literature review, study design, participant recruitment, running experiments, compiling and analyzing data using ANOVA, and poster presentation of the results.
- Principle Investigator: Patricia Chen, PhD Candidate. Supervisor: Norbert Schwarz, PhD

### Summer Fellow – The Center for Positive Organizational Scholarship Summer 2012

- The University of Michigan – Ann Arbor, Ross School of Business
- A summer fellowship program designed to enhance participants understanding of positive organizational psychology and its application in organizations. Fellows assist in research projects of Center for POS faculty members.
- Investigated the psychological processes that determine an individual's perception of one's career, which include positive emotions, fit with overall life, extent of self-direction, consistency with values, and capacity for negotiation. Conducted and coded interviews, created several scales, and ultimately proposed a model of career satisfaction. These are being integrated into a computer program that could be used to collect data to offer empirical support of the model itself, as well as a tool for organizations to identify deficits in employee satisfaction and ultimately optimize the employee-career relationship.
- Principle Investigator: Shirli Kopelman. PhD, MS

### Research Assistant – Urban Community Oral Health Intervention Project Spring, Summer 2011

- The University of Michigan – Ann Arbor, School of Dentistry
- A cooperative project focused on developing comprehensive models that reduce the impact of negative oral health determinants and increase the benefits of health promoting activities in urban populations. A multi-site trial with fractional factorial design was used with a community-based participatory research model.
- Recruited participants from the Women and Infant Children (WIC) office in Detroit, Michigan, implemented intervention software, collected data based on participant responses, and analyzed data.
- Principle Investigator: Woosung Sohn, DDS, MS, PhD, DrPH

### Research Assistant –Affective Neuropsychology Lab September 2010 – January 2011

- The University of Michigan – Dearborn
- Measured the emotional reactivity of iron-deficient children during their performance in various learning tasks as part of an umbrella study at the Center for Human Growth and Development at the University of Michigan - Ann Arbor.
- Coded the affective responses to experimental task, and compiled and analyzed data.
- Principle Investigator: Susanna Peciña, PhD

### Research Assistant - Animal Behavior Lab May 2008 – December 2010

- The University of Michigan – Ann Arbor, Department of Psychology
- Assisted with research on animal psychology, coding various dog behaviors, personally interacting with the animals, filming, and other data collection work.
- Principle Investigator: Barbara Smuts, PhD



Research Assistant, Reference Consultant – Cal Athletics

February 2009 – June 2009

- The University of California – Berkeley, Cal Athletics
- Responsible for collecting data from all NCAA varsity programs in the country.
- This data was compiled to demonstrate the correlation between athletic and academic success of student athletes and was ultimately used to increase funding for academic pursuits specific to student athletes nationwide. Further, served as a front desk reference consultant providing information and directions to students.
  - Principle Investigator: Shalini Gogawale, MA

## Manuscripts

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Chen, P., Garcia, S.M., Gonzalez, R., & Gersh, T. (In preparation). Competitors Should Be Seen and Heard: The Synergistic Effects of Social Comparison and Evaluation Apprehension in Competition.

## Conference Symposia Presentations

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Gersh, T. (2013) "*Neurotastic: Teaching Learners to Educate Through Web-Based Media and Improving Access to Education Worldwide.*" Presented at TEDxEMU 2nd Convention. Ypsilanti, MI.

Stauffer, S., Gersh, T., Junior, C. (2013) "Harvesting the City: *Urban Food Systems challenge food insecurity, economic inequality, and blight in SE Michigan.*" Presented at the 5th Annual HomeGrown Local Food Summit: (RE)imagining A Fair Food System. Ann Arbor, MI.

Gersh, T., McLeskey, D. (2012). "*From Motown to Growtown: the Restarting of Stalled Neighborhoods and Idling Land*". Presented at Lawrence Tech University 8th annual seminars on sustainability (SOS 2012): Sustainable Urbanism. Southfield, MI.

Gersh, T. (2012) "*Collective Social Responsibility: Rebranding Community Engagement to Engender Positive Change in Michigan.*" Presented at the TEDxMuskegon 2nd Convention – Energize Your Community. Muskegon, MI.

Gersh, T., Adams, M. (2012). *Competitors Should Be Seen and Heard: The Synergistic Effects of Social Comparison and Evaluation Apprehension in Competition.* Paper presented at the Michigan Undergraduate Psychology Research Conference, Albion, MI.

## Conference Poster Presentations

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Chen, P., Garcia, S.M., Gonzalez, R., & Gersh, T. Competitors Should Be Seen and Heard: The Synergistic Effects of Social Comparison and Evaluation Apprehension in Competition. Society for Personality and Social Psychology 14<sup>th</sup> Annual Meeting, New Orleans LA.

Chen, P., Gersh, T., Silverman, M., Lim, H., Garcia, S., Gonzalez, R. (2012). *Competitors Should Be Seen and Heard: The Synergistic Effects of Social Comparison and Evaluation Apprehension in Competition.* Association for Psychological Science 24th Annual Convention, Chicago, Illinois.



## Teaching Experience

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Guest Lecturer - Psychology 556: Psychology of Interactive Media                      March 5th 2013

- Guest lectured a class in Charisse L'Pree's Psychology of interactive media course at Loyola Marymount University. Material focused on how start-up businesses balance different and often competing marketing strategies to reach different target populations.

Instructor - Connecting the Hemispheres: an introduction to neuroscience through web-based media                      Winter 2013

- Through Community High school's Community Resource (CR) Program, I co-designed and co-implemented a four and a half month introductory curriculum focused on Neuroscience and web-development to a group of 15 high school seniors. The focus of the course was to create student-generated, neuroscience-specific, interactive and web-based educational content to be made available as an online resource via [www.neurotastic.org](http://www.neurotastic.org). Syllabus available on request.

Instructor - Cognitive Neuroscience    Winter 2012

- Through Community High school's Community Resource (CR) Program, I independently designed and implemented a four and a half month introductory curriculum focused on Neuroscience to a group of ten high school seniors. Syllabus available on request

Instructor - Introduction to Neuroscience    Fall 2011

- Through Community High school's Community Resource (CR) Program, I independently designed and implemented a four and a half month introductory curriculum focused on Neuroscience to a group of ten high school seniors. Syllabus available on request.

## Highlights of Extra-Curricular Activities

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Competitor, Team Leader - Optimize Social Innovation Challenge                      Winter Semester 2013

- Developed a business model focused on shipping container housing as a economically accessible and environmentally sustainable housing alternative to address the lack of affordable housing in Detroit, MI.
- Organized and lead a team to compete in the University of Michigan Optimize Social Innovation Challenge.
- Challenge still in progress - goal is to advance to final pitch, and win \$10k prize.

Athlete - University of Michigan Triathlon Team    March 2009 - May 2011

- Qualified to compete in USA collegiate national championship, Apr 2010.

Organizer - The University of Michigan LGBT Commission                      August 2008 - December 2008

- The LGBT Commission is the largest and most active commission of the Michigan Student Assembly. Helped organize the 15 events that occur throughout the school year with attendance of up to 200.

Athlete - The University of Michigan Men's Rowing Team                      August 2007 - December 2008

- Placed 5th in the grand final of the American Collegiate Rowing Association national championships for the men's 1x.

Reference Consultant - The Washtenaw Rainbow Action Project                      November 2005 - January 2008

- The Washtenaw Rainbow Action Project (WRAP) is a community resource center for the educational, social, and political initiatives for the LGBTQA community in Washtenaw County. Served as a reference consultant within the center.



## Volunteer – West African Sustainability Project

March 2009 – May 2011

- Spent a summer in the West African country of Guinea working to establish a reserve for trees used to make drums. This involved independently traveling to Guinea to work with a group of native Guineans to identify several species of endangered trees and the environments that best facilitated their growth. Furthermore, we located and purchased a small plot of land that met the requirements to facilitate the growth and sustainability of the trees in the village of Il-Y-Manya. The land was ultimately established as a legally recognized reserve.

## Certifications

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### Program for Education and Evaluation in Responsible Research and Scholarship (PEERSS)

- Human Subjects - Biomedical & Health Sciences, Expires 05/10/2014
- Human Subjects - Social & Behavioral Sciences, Expires 05/10/2014
- Animal Subjects, Expires 05/12/2014
- Foundations of Good Research Practice, Expires 06/30/2014
- Conflict of Interest, Expires 06/30/2014
- Research Administration, Expires 06/30/2014
- Authorship, Publication and Peer Review, Expires 06/30/2014

### Red Cross

- First Aid (Yearly)
- CPR (Yearly)
- AED (Yearly)

## Skills

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### Software

- SPSS
- Microsoft Office Suite
- Adobe Illustrator, Photoshop, and InDesign
- Google Sketch-up 3D Modeling

## Awards

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- 2013 University of Michigan Dearborn - Difference Maker
- 2012 Ford Blue Oval Scholars "Heart Behind the Oval" Community Challenge - Winner