

Opeyemi Samuel ADEOJO

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EDUCATIONAL QUALIFICATION

University of Utah, Salt Lake City, UT, USA

Ph.D. in Psychology (in-view)

The University of Ibadan, Nigeria 2017
Master of Science in Sociology

The University of Lagos, Nigeria 2014
Bachelor of Science in Sociology

RESEARCH INTERESTS

- Dehumanization and victimhood in conflict situations
- Context-Dependent Social Norms and Moral Judgments in Intergroup Relations
- Malleability of human behaviors in intergroup contexts
- Prejudice Formation, Stereotyping, and the Complexities of Intergroup Interactions
- Roots and intensification of polarization
- Behavioral science applications in peacebuilding
- Trauma and its impact on violence and activism
- Cognitive and affective processes in intergroup conflict
- Social identity dynamics

RESEARCH AND PROFESSIONAL EXPERIENCE

Program Lead and Behavioral Scientist

Beyond Conflict, Boston MA 02116.

- Develop and implement research leveraging neuroscience, cognitive, and social psychology to reduce prejudicial attitudes and violent behaviors.
- Conduct experimental and computational studies on factors influencing intergroup polarization and support for extremism.
- Lead the successful execution of innovative peacebuilding programs in Nigeria, utilizing cutting-edge behavioral science techniques to facilitate positive behavioral change and effective conflict resolution.
- Developed a Practitioner Guide on entertainment education and emotion regulation strategies to reduce extreme affective polarization.
- Organize and facilitate workshops on the application of Behavioral Insights to Counter Violent Extremism (CVE).

Research Manager

Busara Center for Behavioral Economics

- Managed behavioral research projects across sectors like financial inclusion, peacebuilding, agriculture, and public health, applying behavioral economics and psychology principles.
- Led large-scale quantitative studies, including a randomized controlled trial (RCT) spanning multiple sectors.

- Mentored junior staff on research methods and collaborated cross-functionally to integrate behavioral science across the organization.
- Managed monitoring and evaluation systems tracking key cognitive and behavioral metrics.
- Conducted comprehensive research and analysis, providing critical insights to guide programmatic and policy decisions rooted in behavioral science.

**Research Manager and Social Impact Lead
Webhaptic Intelligence, Nigeria & Ghana**

- Directed all research initiatives for a Gates Foundation-funded project on reproductive health in Nigeria.
- Executed innovative research designs producing actionable insights leveraged in evidence-based decision-making.
- Provided strategic consultation on research methodologies utilizing principles from cognitive science.

**2013 – 2018 Project Consultant
Samopad Research Consults, Nigeria**

- Led community-based research and co-created interventions applying social psychology theories to address development challenges.
- Conducted a study on child labor dynamics in Lagos, examining the impacts of urbanization.
- Provided strategic consultation to clients, offering valuable insights on research questions and methodologies to address key challenges, utilizing behavioral science approaches to enhance understanding and drive effective solutions.
- Managed data collection, analysis, and reporting utilizing behavioral research techniques.

MANUSCRIPTS IN PREPARATION

- Adejo, O., Littman, R., Scacco, A., Ryan, S., Hameiri, B., Bukar, M., Hirayama, Y., Moore-Berg, S., & Kteily, N. Improving intergroup relations through mass media interventions.
- Adejo, O., Littman, R., Scacco, A., Ryan, S., Hameiri, B. What is the mechanism? Shifting attitudes but not social norms through entertainment-education interventions.
- Partisan Identity and Dehumanization: A Comparative Study of Perceived Rationality and Civility Across Political Divides in Multiple Democracies.
- Narratives about Undocumented Veterans Reduce Anti-Immigrant Animosity Across the Political Spectrum.
- POLICY NOTE: Learning from Local Peacebuilding Initiatives to Inform Preventing and Countering Violent Extremism Practices in Sub-Saharan Africa: The Role of Youth.
- The Psychology of Inclusion: Understanding the Interplay of Social Norms and Youth Participation.
- Examining the Relationship Between Trauma Exposure, Trauma Symptoms, and Support for Violence and Activism Among Young Adult Males in Kaduna State, Nigeria.

ACADEMIC PUBLICATIONS

- Adejo, O.S., Fayehun, O. (2024). Determinants of the optimal uptake of sulfadoxine-pyrimethamine doses for intermittent treatment of malaria in pregnancy in urban Nigeria. *Sci Rep* 14, 19097.
- COVID-19 vaccine acceptance and hesitancy in low- and middle-income countries," *Nat Med* 27, 1385–1394 (2021)
- Understanding Childbearing for Households in Emerging Slum Communities in Lagos State, Nigeria," *International Journal of Research and Innovation in Social Science*, Volume IV, 2020

- Access to Reproductive Health Services among Child-Bearing Women in Ogun State," *Ife Psychologia* 2017, 25 (1), 286-303
- Urbanization Processes and Child Breadwinners in Lagos Metropolis," *Journal of Culture, Society, and Development*
- The Ideology of Baby-Mama Phenomenon: Assessing Knowledge and Perception Among Young People in Southwest Nigeria," *Journal of Studies in Social Sciences and Humanities*.

SELECTED CONFERENCE PRESENTATIONS AND INVITED TALKS

- Co-Presenter, "Applications of Behavioral Science Approaches to Preventing and Countering Violent Extremism (PCVE)," National Democratic Institute and Beyond Conflict Community Learning Webinar
- National Democratic Institute Workshop. "Exploring Social Norms & Behavior Change Interventions" and "Research Design Overview and Data Collection Methods."
- United Nations Counter-Terrorism Week. "The Impact of the Behavioural Insights Academy on Preventing and Countering Violent Extremism."
- Inauguration of the Academy on Behavioural Insight "Harnessing Behavioral Science to Address Dynamic Challenges in Countering Terrorism."
- US Embassy Presentation. "Reducing Intergroup Conflict in Nigeria Through Media Interventions."

RESEARCH SKILLS

- Experimental and computational research methodologies
- Statistical analysis (SPSS)
- Randomized controlled trials (RCTs)
- Quantitative and mixed-methods research
- Survey design and implementation
- Data visualization and technical writing

PROFESSIONAL DEVELOPMENT

1. International Hub on Behavioural Insights to Counter Terrorism (2023)
United Nations Office of Counter-Terrorism
2. Manage Successful Field Research Course (2023)
The World Bank Group's Development Impact (DIME)
3. Development Research in Practice Course (2021)
DIME Analytics
4. Impact Evaluation Survey Course (2021)
The World Bank Group's Development Impact Evaluation
5. Development Economics Course for Sub-Saharan Africa (2021)
IZA Institute of Labor Economics
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