

# Bingling Wang

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## EDUCATION

**Master of Behavioral and Decision Sciences | University of Pennsylvania** Expected Graduation: Dec. 2021

- Relevant coursework: Behavioral Science: Theory and Application of Experimental Methods, Norms and Nudges, Behavioral Public Policy, Data Science and Quantitative Modeling

**Bachelor of Arts | William & Mary**

Graduated May 2020

**Double Major in Psychological Science & Economics | GPA 3.68 | Dean's List: 2018 - 2020**

- Relevant coursework: Social Psychology, Judgement and Decision Making, Cognitive Psychology, Cross-Cultural Psychology, Intermediate Microeconomics, Cross-Section Econometrics

## RELEVANT SKILLS

**Behavioral Science** | Literature Research, Survey Design, Experimental Design, Project Management, Behavioral Mapping  
**Data Analysis** | Python, Qualtrics, R, SPSS, SQL, Stata

## RELEVANT EXPERIENCE

**Master's Student, University of Pennsylvania**

**Aug. 2020 - present**

**Design Challenge | Rare**

- Collaborated with 3 colleagues to design a green benefit package for companies to promote solar panel installation
- Conducted primary research on residential solar panels by interviewing 4 potential customers
- Conducted secondary research by reviewing 10 academic papers on consumers' attitudes and perceptions of solar energy and purchasing solar panels
- Distilled information into 3 key stages of installing solar panels and associated 3 key barriers of purchasing panels
- Proposed a human-based intervention to solve the behavioral problem of lacking motivation to continue in the process

**Class Project, Behavioral Science: Experimental Methods | University of Pennsylvania**

- Conducted literature search on motivations of cheating and the effect of socioeconomic status on unethical behavior
- Designed an experiment to examine the effect of greed and social status on unethical behavior using Qualtrics
- Improved the experimental design based on feedback from two pretests to ensure incentive compatibility and participants' response rate
- Executed the experiment on MTurk and used R to analyze and visualize the collected quantitative data

**Design Challenge | Ipsos**

- Conducted secondary research on online shopping by reviewing 19 papers and 11 business reports on e-commerce
- Conducted primary research by interviewing 5 shoppers on their shopping habits and perception of trusted brands
- Synthesized secondary and primary research information and identified behavioral barriers that target consumers had, which hindered the development of personalized online service, green buying and social commerce

**Volunteer Researcher | University of Pennsylvania**

- Conducted literature review of 20 papers in the discipline of decision-making under uncertainty
- Transferred Qualtrics surveys into codebooks

**Undergraduate Researcher, William & Mary**

**Aug. 2017 - May 2020**

**Class Project, Social Psychology | William & Mary**

- Designed an online experiment using vignettes to examine the effect of different social norms on consumers' decisions to purchase high-tech novel green products
- Conducted secondary research by reviewing literature on the impact of social norms on consumer behavior
- Created surveys on Qualtrics and analyzed data using SPSS and R

**Second Place, Ferguson Challenge | Ferguson LLC**

- Conducted primary research on plumbing service by interviewing 2 Ferguson staffs and 3 individual plumbers
- Created and revised interview questions based on the experience of designing survey questions on Qualtrics
- Synthesized research information and identified the key problem of miscommunication between parties
- Proposed an innovative human-centered digital service platform to ensure efficient and accurate communication

**Research Assistant | World Resources Institute**

**Dec. 2018 - Sep. 2019**

- Led a team of 3 undergraduate researchers to explore trade transportation structure in China using web scraping
- Set up weekly checkins and dashboard on Excel to enhance communication between the team and supervisors