Ana Levordashka

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About me

Psychology researcher experienced in experimental & survey design, statistics and computational methods. Interested in subjective experiences and individual differences. Good understanding of multi-level modelling, computational linguistics, applied machine learning; fluent in Python & R. Advocate for open, reproducible science. Looking to gain further experience in qualitative research and public engagement.

Research Interests	Methods	Computer Skills
Psychology & Cognition	Literature Review & Synthesis	Python, R, SPSS, NVivo
Communication & Technology	Survey & Experimental Design	Online survey tools (Qualtrics)
Human-Computer Interaction	Computational Methods	Web Data & APIs; JS, HTML/CSS
Arts Marketing	Audience Research	iWork, MS Office, Markdown, LaTeX

Education

PhD in Psychology, *summa cum laude*, **Eberhard Karls University of Tübingen. Nov. 2013 – July 2017.**
"Spontaneous inferences on social media and their implication for ambient awareness"

Research Master in Social Psychology, *with honours*, **VU Amsterdam. Sept. 2011 – Aug. 2013.**
"Effects of questionnaire design on respondent experience and data quality"

BA in Integrated Social & Cognitive Psychology, Jacobs University Bremen. Sept. 2008 – May 2011.
"Paralinguistic text-based mimicry in computer-mediated communication"

Research Experience

Research Associate, University of Bath, United Kingdom. Since April 2020.

Audience experience of immersive technology within the Bristol+Bath Creative R+D Creative Cluster. Conducting in-depth behavioural & neurophysiological analysis of audiences and developing novel methods to produce actionable insights into the experiences and needs of diverse present and future audiences.

Research Associate, University of Bath, United Kingdom. April 2017 - March 2020.

Designing and developing instruments for measurement of cybersecurity language and behaviour. Collecting and managing secondary language data. Deploying computational language analysis tools & techniques. Presenting work to project partners and stakeholders. Planning and organising stakeholder workshops.

Research Associate, University of Bath, United Kingdom. December 2017 - March 2018.

Contributed to the design of Phishtray: A modifiable email sorting task for cybersecurity research and training. Surveying the literature and existing tools. Working closely with industry-partner designers and developers to create wireframes, user stories, and technical requirements. Presenting to stakeholders.

Researcher, Leibniz-Institut für Wissensmedien, Germany. November 2013 – November 2017.

Conducted original research and authored peer-reviewed journal articles. Designed and developed tools to embed web data and perform advanced trial randomisation in online experiments. Presented research to various audiences including psychology, communication science, and computational social science.

Visiting researcher, University of Bath School of Management, UK. April – May 2017.

Designed and developed a simulated news-sharing platform for research on fake news and the effect of fact-checking on user behaviour. Collected and analysed pilot data, wrote a report, and prepared materials for stakeholder reports.

Research Assistant, Network Institute, VU University Amsterdam. Oct. 2012 – Aug. 2013.

Developed a web-based tool emulating computer-supported collaborative work environment to research information sharing in organisations. Collected data in a lab and online. Analysed and reported results in presentation and in writing.

Independent research project, VU University Amsterdam. Fall 2012–Summer 2013.

Conceptualised and contributed to the development of Ostracism Online: A web-based tool for experimental research on social exclusion. Maintained relationships with collaborators in different countries, overseeing the successful completion of the project into a open-sourced tool and a journal article.

Teaching Experience

Data Mining. University of Bath. Spring 2019.
Co-teacher with Dr. Lukasz Piwek

Introduction to Data Analysis Using R. University of Mannheim. Spring 2017.
Co-teacher with Dr. Emese Domahidi

Knowledge Exchange and Trust within Organizations. University of Tübingen. Spring 2016.
Co-teacher with Dr. Florian Landkammer

Teaching Assistant. Jacobs University Bremen. Fall 2009 – Spring 2011.
Qualitative Research: Methods & Methodology with Prof. Özen Odag
Qualitative Research Methods with Prof. Özen Odag
Laboratory Course in Experimental Psychology with Prof. Song Yan

Work in progress

Levordashka, A., Stanton-Fraser, D., & Gilchrist, I. (*Ongoing Research*). Reimagining a local live arts scene as digital community: Case study of the Bristol Arts Channel initiative.

Levordashka, A., Husseyman, M., & Mayer, J. (*Ongoing Research*). Computational hope and despair: A critical comparison of computational grounded theory and qualitative thematic analysis.

Levordashka, A., Cox, P., & Joinson, A. (*Ongoing Research*). Cyber index: Inferring organisational cyber posture from automated analysis of public and corporate communications.

Levordashka, A., Joinson, A., & Jones, S. (*Manuscript in Preparation*). Dictionary for Computer-Assisted Text Analysis of Cyber Security (TACS)

Joinson, A., Williams, E., **Levordashka, A.**. (Under Review). PhishTray: An open-source tool for researching cybersecurity behaviour.

Domahidi, E., & **Levordashka, A.** (*Ongoing Research*). Social support in the workplace: Automated classification of language related to social support in an online discussion forum.

Levordashka, A., & Utz, S. (*Manuscript In Preparation*). Ambient awareness: An explication and evidence for underlying cognitive processes.

Publications

Jones, S., Collins, E., **Levordashka, A.**, Muir, K. & Joinson, A., (2019, May). What is 'Cyber Security'?: Differential Language of CyberSecurity Across the Lifespan. *Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems.* Association for Computing Machinery, Vol. 2019-May.

Levordashka, A., & Utz, S. (2017). Spontaneous trait inferences on social media. *Social Psychological and Personality Science, 8*, 93-101. doi:10.1177/1948550616663803

Utz, S. & **Levordashka, A.**,(2017). Knowledge networks in social media. In S. Schwan & U. Cress (Eds.), *The Psychology of Digital Learning.* Springer. doi:10.1007/978-3-319-49077-9_9

Levordashka, A., Utz, S., & Ambros, R. (2016, March). What's in a Like? Motivations for Pressing the Like Button. In 10th International AAAI Conference on Web and Social Media.

Lin, R., **Levordashka, A.**, & Utz, S. (2016). Ambient intimacy on Twitter. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 10*, article 6. doi:10.5817/CP2016-1-6

Levordashka, A., & Utz, S. (2016). Ambient awareness: From random noise to digital closeness in online social networks. *Computers in Human Behavior, 60*, 147-154. doi:10.1016/j.chb.2016.02.037

Wolf, W., **Levordashka, A.**, Ruff, J. R., Kraaijeveld, S., Lueckmann, J. M., & Williams, K. D. (2014). Ostracism online: A social media ostracism paradigm. *Behavior Research Methods, 47*, 361-373. doi:10.3758/s13428-014-0475-x.

Ashton-James, C. E., & **Levordashka, A.** (2013). When the wolf wears sheep's clothing: Individual differences in the desire to be liked influence non-conscious behavioral mimicry. *Social Psychological and Personality Science, 4* 643-648. doi:10.1177/1948550613476097

Peer-reviewed conference contributions

Levordashka, A. Joinson, A. Cybersecurity Narratives: Measurement and Implications. Paper accepted at Technology, Mind and Society. Washington DC, 2019.

Levordashka, A., Joinson, A., Williams, E. J. (2018). PHISHTRAY: A modifiable, open-source email sorting task for research and training applications. *International Conference on Behavioural and Social Sciences in Security*, Lancaster, United Kingdom.

Levordashka, A. & Utz, S. (2017, July). Spontaneous inferences of domain expertise. Poster presented at the *18th General Meeting of EASP*, Granada, Spain.

Domahidi, E., **Levordashka, A.** & Frazen, V. (2017, July). Work related social support in Q&A sites: A content analysis approach. Poster presented at the *International Conference on Computational Social Science (IC2S2)*, Cologne, Germany.

Levordashka, A. & Utz, S. (2017, May). The Signal in the Noise: Browsing Social Media Augments Users' Awareness of Who Knows What. Poster presented at the *29th Annual Convention of APS*, Boston, USA.

Levordashka, A. & Lückmann, J. (2016, September). Ostracism Online paradigm revisited: Extended features and their implications for future research. In Schade, H. M. (Chair), Social Exclusion (Part II): Paradigms and Consequences. 50th conference of the German Psychological Society, Leipzig, Germany.

Levordashka, A., Utz, S. & Lin, R. (2016, June). I read your updates, I read you: Spontaneous trait inferences on social media. Paper presented at the *66th Annual ICA Conference*, Fukuoka, Japan

Levordashka, A., Muscanell, N. & Utz, S. (2016, February). Snap judgments on social media: What we infer from 140 characters or less. Poster presented at the *Annual Convention of the Society for Personality and Social Psychology (SPSP)*, San Diego, CA.

Levordashka, A. & Utz, S. (2015, September). Spontaneous trait inferences on social media. Talk at the *9th Conference of the Media Psychology Division*, Tübingen, Germany.

Levordashka, A. (2015, July). Ambient awareness: Can browsing provide awareness of online networks. Poster presented at *Living with Media International Summer School*, Cologne, Germany.

Levordashka, A. Lin, R., & Utz, S. (2015, May). Ambient awareness: Interpersonal knowledge in social media. Paper presented at the *65th Annual ICA Conference*, San Juan, Puerto Rico.

Levordashka, A. & Wolf, W. (2015, July). Ostracism online: A social media ostracism paradigm. Poster presented at *17th General Meeting of EASP*, Amsterdam, Netherlands.

Relevant Training & Workshops

User Research – Methods and Best Practices. Interaction Design Foundation (Online). December 2019.

Qualitative Research Methods. Coursera (Online). December 2019.

Workshop in Usable Security. Indiana University Europe Gateway. Berlin, Germany. July 2019.

3-day Project Management Training (Fistral). University of Bath. June 2019.

How to Conduct Reproducible Psychological Science. APS Conference. May 2017.

Crowdsourcing Research: Transcending Disciplinary Boundaries. Dagstuhl, Germany. August 2016.

EASP Summer School in Social Psychology. Exeter, UK. August 2016.

The Power of Presence – Preconference of ICA. Kyoto, Japan. June 2016.

International Summer School Living With Media. Cologne, Germany. August 2015.

Doctoral Consortium. Communication & Technology Division of ICA. San Diego, USA. May 2015.

Community Involvement

Conference Organisation. Assisted in organising the Conference of the Media Psychology Division with Dr. Özen Odag in Bremen, Germany, 2011, and Prof. Sonja Utz in Tübingen, Germany, 2015.

Ad-hoc Reviewer. Journal of Computer Mediated Communication Journal of Media Psychology, Computers in Human Behavior, European Journal of Social Psychology, New Media and Society. International Communication Association (ICA). Computer-Human Interaction (CHI).

Awards & Scholarships

Herbert S. Dordick Dissertation Award, International Communication Association. 2017.

Top student paper, Communication & Technology Division, International Communication Association. 2016.

Top poster award, International Summer School Living with Media. 2015.

VU Fellowship Programme Scholarship (VUFP), VU University. Academic year 2012/2013.

William James Scholarship by William James Graduate School, VU University. Academic year 2011/2012.

References

Prof. Adam Joinson, University of Bath
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+49 7071 979 308, s.utz@iwm-tuebingen.de

Dr. Daniël Lakens, Eindhoven University of Technology
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