

K. Bret Staudt Willet, Ph.D.

Assistant Professor, Florida State University

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Summary

- Researcher with extensive academic publishing record and expertise in mixed methods including data mining, social network analysis, natural language processing, topic models, data visualization, surveys, interviews, and diary studies
 - Problem-solver focused on asking the right questions and applying appropriate methods
 - User-centered designer with experience in teacher professional development, online learning environments, serious games, and design thinking
 - Leader with 14+ years of experience in management, directing new initiatives, and organizational development
 - Project manager with proven ability to lead multiple projects while meeting challenging deadlines
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Education

Michigan State University

- 2021: **Ph.D.** in Educational Psychology & Educational Technology
- 2015: **M.A.** in Educational Technology
- 2014: **Graduate Certificate** in Serious Game Design and Research

Bucknell University

- 2003: **B.A.** in Mathematics & Sociology

Further Training

- 2020: *Early Career Symposium* at Association for Educational Communications and Technology (AECT) International Convention (Online)
 - 2019: *Data Science: Foundations using R* 5-Course Specialization from Johns Hopkins University (Coursera.org)
 - 2018: *Doctoral Colloquium* at Association of Internet Researchers (AoIR) International Conference (Montreal, QC)
 - 2018: *Methods for Analyzing and Modeling Textual Data* at Summer School Series on Methods for Computational Social Science (Los Angeles, CA)
 - 2012: *Game Design and Facilitation Workshop Certificate* from The Thiagi Group at North American Simulation and Gaming Association (NASAGA) International Conference (Columbus, OH)
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Accomplishments

Awards

- 2021: Outstanding Service Award, Research & Theory Division of Association for Educational Communications & Technology (AECT)
- 2021: MSU AT&T Faculty-Staff Annual Competition in Instructional Technology, Michigan State University
- 2020: Clifford E. Erickson Memorial Fund Scholarship from Michigan State's College of Education
- 2020: Featured Research at Association for Educational Communications and Technology (AECT) International Convention (Online) as lead investigator of how social networks on Reddit change over time
- 2020: Outstanding Paper Award from Society for Information Technology & Teacher Education (SITE) International Conference (Online) as sole investigator of discourse in Twitter hashtags and reply threads

- 2019: Disciplinary Leadership Award from Michigan State's Council of Graduate Students
- 2019: Outstanding Paper Award from SITE International Conference (Las Vegas, NV) as lead investigator comparing participation in four subreddits through data mining and social network analysis
- 2017: Outstanding Paper Award from SITE International Conference (Austin, TX) as lead investigator interpreting Twitter hashtag activity through three different theoretical frameworks

Service

- 2021-2022: President Elect for AECT's Research & Theory Division
- 2020-2021: Communications Officer for AECT's Research & Theory Division
- 2019-2021: Co-Chair for SITE's Social Media SIG
- 2019-2020: Secretary for AECT's Research & Theory Division
- 2018-2019: Graduate Student Representative for AECT's Research & Theory Division
- 2017: Science, Technology, & Innovation Track Chair and Conference Executive Committee Member for Passion Talks Conference (Google HQ, Mountain View, CA)
- 2015: Hackathon Mentor Coordinator for Urbana International Conference (St. Louis, MO)
- 2013-2015: Board Member for North American Simulation and Gaming Association (NASAGA)

Experience

Assistant Professor

Florida State University

2021-Present

Tallahassee

- Conducted research on self-directed learning and social media
- Taught courses at the Doctoral and Master's level such as Web & Learning Analytics, Evaluation of Training Programs, and Application of Research Methods
- Supervised 8 doctoral students and served on 7 additional doctoral committees

Executive Coach

Black in Gaming

2020-2021

Remote

- Trained and mentored members of the executive leadership team through 40+ sessions spanning 3 months to innovate and focus efforts toward advocacy, incubation, and education initiatives
- Designed and implemented strategies for organizational development, resulting in a conference SIG becoming a movement to see Black representation in the game industry increase from 2% to 5% in 5 years
- Directed onboarding of 5 new members of the executive leadership team and 10 managers, resulting in a loosely affiliated network finding mutual purpose and taking ownership to drive forward a shared mission

Ph.D. Student

Michigan State University, College of Education

2016-2021

East Lansing, MI

- Conducted and disseminated mixed methods research
 - Published 15 articles in top peer-reviewed, academic journals and 6 chapters in edited books
 - Presented 42 papers at academic conferences
 - Presented 15 workshops and guest lectures on topics including research methods, R programming, game design, and online communities
- Developed and shared an open-source R package for simple collection and powerful analysis of Twitter data
- Developed a supervised machine learning classifier to categorize tweets by tweeter's purpose
- Wrote code to retrieve subreddit posts and responses from the Reddit API (R package in development)
- Taught courses at the Undergraduate and Master's level

Technical Skills

- R, Markdown/R Markdown, Git/Github, ATLAS.ti, Gephi, Excel, SPSS, HTML, CSS