

Brinda Mehra
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Personal Statement: I have a keen interest in understanding the connections between psychology, neuroscience and technology and my research interests lie in exploring the role of the brain in human-computer interaction, specifically in the context of artificially intelligent communication and the design of futuristic interfaces. I believe that a greater understanding of human psychology and cognitive science is vital to developing even more advanced technologies, especially those that attempt to mimic human cognitive functions like communication. As a versatile, dedicated and organized person, with good communication skills and a highly solution-oriented attitude, I believe this intersectional field is a good fit for my profile and I would like to further develop my theoretical and practical skills for both research and industry.

Career Objectives: I would like to pursue further education in the field of human-computer interaction in order to gain greater, more in-depth knowledge of the interaction between mind, brain and behaviour and then eventually use this information to conceptualize and help develop more advanced artificially intelligent assistive technologies that can increase efficiency and augment human potential.

1. Educational Background

- Bachelor of Social Sciences in Psychology [First Class Honors]
 - Advanced Standing I – City University of Hong Kong
 - CGPA: 3.96/4.3
- International Baccalaureate
 - Higher Levels in English, Economics and Psychology – Oberoi International School (2011 – 2018)
 - IB Score: 43/45

2. Awards and Scholarships

- The Department of Social and Behavioural Sciences Best Project Prize 2020-2021- City University of Hong Kong
- Dean's List [Semester A and B, 2020-2021] – City University of Hong Kong
- Dean's List [Semester A and B, 2019-2020] – City University of Hong Kong
- Dean's List [Semester A and B, 2018-2019] – City University of Hong Kong
- Top Scholarship for International Students [2018-2021] – City University of Hong Kong
- Targeted Scholarship Scheme [2018 -2021] - HKSAR Government Scholarship Fund
- Student of the Year Award in French [2017-2018] – Oberoi International School
- Student of the Year Award in English [2017-2018] - Oberoi International School
- Student of the Year Award in Theory of Knowledge [2017-2018] - Oberoi International School
- Student of the Year Award in English [2016-2017] - Oberoi International School
- Student of the Year Award in Economics [2016-2017] - Oberoi International School
- Student of the Year Award in Mathematics [2016-2017] - Oberoi International School
- IB Diploma Scholarship [2016-2018] – Oberoi International School

3. Ongoing Research Projects

- The Role of Gist and Memory in Voice to Text Interface Usage with Dr. Can Liu (2021 ongoing)
- StoryChat: A Novel Way of Reducing Trolling Through Narratives in Livestream Chatrooms with Dr. Zhicong Lu (2021 ongoing)

4. Published Papers

Mehra, B. (2021). Chatbot personality preferences in Global South urban English speakers. *Social Sciences & Humanities Open*, 3(1), 100131.

5. Research Contribution

- a. Research Assistant for Dr. Can Liu (May 2021 – July 2022)
 - i. Currently working with Dr. Liu to design and implement futuristic voice interfaces with a focus on reducing the need for editing and utilizing natural properties of speech for error corrected or re-speaking.
- b. Student Research Assistant for Sir Colin Blakemore (January 2021 – June 2021)
 - i. Worked with Sir Blakemore on a project focusing on the colocalization of auditory and visual receptive fields in the superior colliculus
- c. Student Research Assistant for Dr. Chun Yu Tse (August 2020 – present)
 - i. Worked with Dr. Yu's MPhil student on a study exploring pre-attentive detection of native and accented speech in native Cantonese speakers using the MMN, a brain event-related potential
- d. Student Research Assistant for Dr. Diego Fossati (May 2020 – present)
 - i. Worked on data collection and literature review on the topic of 'General Conceptions of Democracy'
 - ii. Integrated macroeconomic and political attitude data in order to gain an understanding of how macroeconomic data and political attitudes conflate and derive an understanding of how the general public conceptualizes democracy
- e. Behavioural Analyst at Reliance Jio Technologies Haptik. AI (May – August 2019)
 - i. Designed and executed an experimental study on how personality in conversational agents could influence user experience
 - ii. Acquired knowledge on the development of chatbot dialogue flows and some aspects of front-end development
 - iii. Operated in a consulting capacity for various projects – market research project, designing a study to test for conversational forms, developing dialog flows and writing or co-writing other documents related to personality for the enterprise team
 - iv. Published a whitepaper titled 'Virtual Assistant Personality Preferences in Urban English Speakers' which was covered by the Entrepreneur, Asian Age, Digital Terminal, Deccan Chronicle and Mouse World
- f. Part Time Student Assistant for Dr. Chuk King Lai, Julian (Jan – May 2019)
 - i. Trained on the usage of Biopac 360 in order to test cardiovascular reactivity to laboratory stressors

- ii. Supervised and trained Dr. Lai's SS5756 Biological Basis of Behaviour students in using the Biopac 360 machine
- iii. Trained on how to derive data from the Biopac 360 and analyze it using SPSS

6. Whole Person Development Activities

- Director of the Disarmament and International Security Committee at Roots Ivy MUN (2020)
- Speaker at Entrepnr Conversation Asia Conference [Asia's largest summit on conversational marketing and customer experience: Talk titled 'Alexa, Talk to Me'] (2020)
- Elected College Board Member [Department of Social and Behavioural Sciences 2020-2021)
- Student Representative for Department of Social and Behavioural Sciences - Psychology (2019-2021)
- Director Secretary General for CityU Model United Nations (2019-2021)
- Head of Collaborative Research and Operations at the CityU Investment and Research Club (2019-2021)
- Internal Vice-President of the Indian Students Association at City University of Hong Kong (2019-2020)
- Chair of Economic and Social Council at CityU Model United Nations (2019)
- CityU Youth Empowerment Project PEME DSE Support Buddies Mentor for Ethnic Minority Children – 2018
- Secretary General of OIS Model United Nations (2017)
- Founder of Project Strike – Encouraging Girls in Sports (2016 – 2018)

7. Other Skills

- Proficient in univariate, bivariate and multivariate data analysis on SPSS
- Rudimentary knowledge of MATLAB, as well as developing skills in industry tools like Figma, HTML/CSS and JavaScript.
- Microsoft Office – PowerPoint, Excel, Word, Teams
- Highly fluent in English and Hindi, intermediate proficiency in French and rudimentary knowledge of German

