

SOYEON CHOI

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Summary

Research scientist who is passionate about exploring human decision-making and behavior through both quantitative and qualitative methods. Strong background in transforming data into insights and communicating findings to various audiences.

Professional Experience

Mixed-Methods Behavioral Researcher

University of Michigan | Ann Arbor, MI | 2018 - Current

- + Led a team of researchers in designing and implementing multiple projects on how environmental features shape motivations and behaviors
- + Adopted a variety of quantitative and qualitative approaches in addressing questions, including lab experiments, surveys, secondary data analysis, and interviews
- + Presented research findings to diverse audiences in seminars, workshops, and conferences

Quantitative Behavioral Researcher

Yonsei University | Seoul, South Korea | 2016 - 2018

- + Applied quantitative research methods to design and execute projects on the influence of social networking style on well-being

External Relations Intern

McKinsey & Company | Seoul, South Korea | 2015

- + Assessed public perception of client companies and prepared press releases

Selected Publications & Presentations

- 📄 **Choi, S., & Ackerman, J. M.** (in prep). Back to the past: How much of the past do people value in making decisions? *Annual Meeting of the Society for Personality and Social Psychology*.
- 📄 **Choi, S., Merrell, W. N., & Ackerman, J. M.** (2022). Keep your distance: Different roles for knowledge and affect in predicting social distancing behavior. *Journal of Health Psychology*.
- 📄 Ackerman, J. M., Merrell, W. N., **Choi, S.** (2020). What people believe about detecting infectious disease using the senses. *Current Research in Ecological and Social Psychology*.
- 📄 **Choi, S., & Suh, E. M.** (2018). Retrospective time travel in life satisfaction judgment: A life history approach. *Personality and Individual Differences*.
- 📄 Suh, E. M., & **Choi, S.** (2018). Predictors of subjective well-being across cultures. In E. Diener, S. Oishi, & L. Tay (Eds.), *Handbook of Subjective Well-being*. Noba Scholar.

Key Competencies

Quantitative Methods

- + experimental design
- + survey design
- + sampling

Qualitative Methods

- + interview
- + systematic observation

Data Analysis & Visualization

- + R, SPSS, Mplus
- + t-test, ANOVA
- + regression (linear, logistic, hierarchical)
- + mediation/moderation
- + chi-square test
- + factor analysis
- + multilevel modeling
- + structural equation modeling
- + thematic analysis

Team Building & Mentoring

- + mentored 10+ research assistants
- + student leadership committee

Education

University of Michigan

PhD, Social Psychology | Exp. 5/2023
MS, Social Psychology | 2020

Yonsei University

MA, Social Psychology | 2018
BA, Psychology & English | 2016

Certificate & Training

Data Science Certificate | Exp. 5/2022
ICPSR Summer Program Workshop
+ Multilevel Modeling | 2020
+ Regression Analysis II | 2020
Qual. Data Analysis Workshop | 2019