

# ELIZABETH "LIZZIE" LI

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## EDUCATION

9/2023 – Present **Northwestern University | Evanston, IL**

*PhD in Media, Technology, and Society*, Expected June 2028

9/2021 – 1/2023 **Columbia University | New York, NY**

*MA in Human Rights Studies (Technology concentration)*, Conferred Feb 2023

- Entrance Scholarship: \$10,000 USD
- Cumulative GPA: 3.9/4.0
- Thesis Advisor: Dr. Steven Bellovin

8/2016 – 5/2019 **Cornell University | Ithaca, NY**

*BS Double Major in Communication (Persuasion & Social Influence concentration) and Development Sociology, Inequality Studies Minor*

- Cumulative GPA: 3.88/4.0 (Magna Cum Laude)
- Capstone Supervisor: Dr. Lori Leonard

## PROFESSIONAL/RESEARCH EXPERIENCE

1/2023 – 8/2023 **The Wellness Classroom | New York, NY**

*Program Manager*

- Assisted with a diverse range of tasks from fundraising to communications to research.

7/2022 – 8/2023 **Columbia Privacy Lab | New York, NY**

*Graduate Research Fellow*

- Selected as the CPL's inaugural fellow and received a stipend to conduct a self-guided research project.
- IRB-approved digital ethnography and qualitative content analysis of dating app profile-sharing behaviors on reddit, TikTok, and Facebook communities.
- Publication in progress: "Profile as power": Screenshot and sharing dating app profiles on social media; presentation scheduled for January 2023.

4/2022 – 12/2022 **Columbia Entrepreneurship, Innovation, and Design | New York, NY**

*Communications Fellow*

- Recruited by Professor Sarah Holloway from the Design for Social Innovation class to provide research, website, and graphic design expertise for various social entrepreneurship initiatives in the EdTech space (eLab website and brand strategy and the Wellness Classroom).

10/2020 – 7/2021 **Minerva BC | Vancouver, BC**

*Communications Specialist*

- Served as Communications Specialist in women's leadership non-profit.
- Created content for the blog, social media platforms (LinkedIn, Facebook, Twitter), and monthly newsletters.
- Planned and executed digital marketing campaigns to achieve program enrollment targets and mentored youth.

10/2019 – 7/2020 **Principal Search | New York, NY**

*Researcher/Recruiter*

- Recruited traders and analysts in the financial services sector (energy & commodities).
- Sourced candidates through cold outreach and online research, liaised between clients and candidates throughout the recruitment cycle, and informed colleagues of market news and movements.

7/2017 – 5/2018 **Cornell Department of Development Sociology | Ithaca, NY**

*Research Assistant*

- Worked alongside Dr. Parfait Eloundou-Enyegue and Dr. Sarah Giroux in support of the PICHNET<sup>1</sup> project to leverage the strength of sub-Saharan Africa's rapidly growing youth demographic.

## RELEVANT COURSEWORK

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### Sep - Dec 2022 **Examining Fairness within the Dating App Ecosystem**

*Supervisor: Professor Jaclyn Sawyer*

- Examined the business models of popular dating apps, and applied Cathy O'Neill's ethical matrix to create a "Dating App Ethics" report card.

### Jan - May 2022 **Co-designing a Resilient Disaster Relief Plan with Warby Parker**

*Supervisors: Professor Sarah Holloway and Adam Royalty*

- Led a cross-discipline team of five in designing and prototyping two solutions in response to increasing natural disasters across the US.
- Conducted stakeholder interviews to inform the human-centered design process and presented prototypes to the client's Communication and Social Impact lead.

### Jan - May 2022 **Re-envisioning Telegram in the Wake of Russia's Invasion of Ukraine**

*Supervisors: Dr. Revi Sterling and Dr. Savita Bailur*

- Built the proof of concept of DOVIRA, a Telegram-like messaging app designed to better help Ukrainian refugees seek resources.

### Sep - Dec 2021 **Co-Designing Human-Centered Solutions to Sexual Racism in Online Dating**

*Supervisors: Dr. Desmond Patton, Dr. Harry West, and Dr. Lydia Chilton*

- Interviewed marginalized groups to better understand how online dating systems exacerbate racism and other intersectional harms.
- Prototyped a resource website to educate and engage the community about the problem.

### Sep - Dec 2021 **Critical Analysis of the Subtle Asian Traits Facebook Group**

*Supervisor: Dr. Janet Kraynak*

- Explored the strengths of the popular Subtle Asian Traits group in connecting the Asian Diaspora and criticized its anti-democratic and anti-social implications, including perpetuating model minority stereotypes and the Asian "monolith."
- Completed a 20-page paper ("Digitization and Diaspora: A Critical Analysis of the Subtle Asian Traits Facebook Group") and a 45-minute presentation.

### Sep - Dec 2021 **Helping Facebook Overcome Censorship Requests & Complicity in Vietnam**

*Supervisor: Dr. Mila Rosenthal*

- Researched the Vietnam government's history of social media censorship and relationship with Facebook, and proposed applications of Facebook's Human Rights Policy to foster transparency/accountability and bolster a stronger response to deny future censorship requests.
- Completed a 10-page paper ("Overcoming Censorship & Complicity: Applying Facebook's Corporate Human Rights Policy in Vietnam").

### Sep - Dec 2021 **Social Media Content Moderation and User Migration around the 2020 US Election**

*Supervisor: Dr. Henning Schulzrinne & Jesse Woo*

- Conducted research on relevant literature and social media community guidelines to explore the relationship between content moderation activities undertaken by major social media platforms (Twitter & Facebook) and user migration traffic to alternative platforms (Parler & Gab).
- Completed an 8-page paper ("Social media content moderation and user migration around the 2020 election") and presented findings to professor and peers.

### Jan - May 2019 **Analyzing China's Social Credit System through a Sociocultural Lens**

*Supervisor: Dr. Malte Ziewitz*

- Applied Hofstede's cultural dimensions to consider why China's social credit system may be better received in Eastern countries.
- Research paper ("The Pitfalls of Rating Cultures: A Sociocultural Analysis of China's Social Credit System") submitted in fulfillment of COMM 3560.

Jan - May 2019      **Researching Food Waste Reduction Best Practices on College Campuses**

Supervisor: Dr. Lori Leonard

- Compiled case studies of college campuses applying different methods to reduce and repurpose food waste.
- Presented findings to DSOC 4700 Capstone seminar.

Jan - May 2017      **Exploring Gendered Perceptions of Domestic Violence in Sub-Saharan Africa**

Supervisor: Dr. Sarah Giroux

- Conducted a group project to examine why women may believe domestic violence is justified and how it may relate to a culture of silence.
- Selected as top research poster for DSOC 3130 (Introduction to Social Science Research).

Aug - Dec 2016      **Interrogating the Effectiveness of Transnational Labor in the Philippines**

Supervisor: Dr. Sarah Giroux

- Partner project exploring the Philippine's history of transnational labor as a means to support its economy; poster submitted in fulfillment of DSOC 2010 (Population Dynamics).

## AWARDS & HONORS

August 2022      **Columbia Privacy Lab:** received a \$3,000 fellowship stipend for self-guided research.

August 2021      **Columbia University:** received a \$10,000 academic entrance scholarship to attend the Human Rights Studies graduate program as "an outstanding candidate."

2016-2019      **Cornell University:** Magna Cum Laude (Cumulative GPA: 3.88/4.0); Dean's List (all semesters); CALS Honor Society (top 10% of senior class); Alpha Kappa Delta – International Honor Society of Sociology.

## COMMUNITY INVOLVEMENT

2021 – 2023      **Student Ambassador for Columbia University, All Tech is Human:** Contributor to the Human Experience (HX) Working Group and Report.

2021 – 2023      **Volunteer at The Food Pantry, Columbia University**

2016 – 2019      **President, Her Campus, Cornell University:** Led a 50+ member student organization to empower and create a community of undergraduate women interested in writing.

2018 – 2019      **Writing Tutor, The Knight Writing Institute:** Held walk-in hours weekly to tutor undergraduate and graduate students in all forms of academic writing.

## ADDITIONAL

### Skills:

- Basic HTML, CSS, and Javascript
- GitHub and version control
- Basic Python (including pandas and Jupyter notebooks)
- Graphic Design: Canva, Procreate
- Wireframing: Figma, Balsamiq
- Web Design: Squarespace, Wix, WordPress

### Professional Development:

- Lede Program coding and data analysis course, Columbia School of Journalism (2022)
- Trust & Safety Course, The Justice Collaboratory at Yale Law School (2022)

### Languages:

- English (fluent, first language)
- Cantonese (advanced speaking, intermediate reading and writing)
- Mandarin (intermediate speaking, reading, and writing)
- French (intermediate reading, basic speaking and writing)

**Interests:** skiing, cooking, graphic design, food blogging, word games (Bananagrams, Wordle, and NYT spelling bee)