

Hanyi Xu

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Summary

Interdisciplinary researcher with a background in advertising and a focus on data-driven analysis of media psychology, HCI, and computational social science. Experienced in NLP, semantic analysis, and survey experiments to study how digital media—especially social platforms and games—shape emotion, identity, and behavior. Passionate about exploring meaningful media use and informing responsible, user-centered design.

Education

Columbia University, M.A. in Quantitative Methods in the Social Sciences August 2024 – Present

- GPA: 3.9/4.0
- Coursework: Machine Learning in Social Science, Data Analysis, Data Visualization, Quantitative Research Theory in Social Science

Syracuse University, B.S. in Advertising August 2020 – May 2024

- GPA: 3.4/4.0, Cum Laude
- Coursework: Media Planning, Digital Social Media, Communications Theory

Research Experience

Research Assistant, Language and Cognitive Neuroscience Lab, Columbia University – New York, NY May 2025 – Present

- Principal Investigator: Dr. Peter Gordon
- Participated in EEG and eye-tracking equipment training and usage
- Assisted with EEG data collection and analysis
- Engaged in a journal reading group to exchange ideas and stay current with research developments

Research Assistant, Cognitive Media Lab October 2024 – Present
UCSD/Columbia University – New York, NY

- Principal Investigator: Dr. Michael Haupt
- Contributed to survey design and implementation, including programming and data collection
- Conducted statistical analyses using Python and SPSS, including multiple regression models and group comparisons
- Analyzed relationships between race, income, education, age, and geography in relation to barriers to birth control and abortion access
- Wrote and revised the analysis section of the research manuscript for publication

Research Assistant, Meaningful Math Research Group April 2023 – Present
Syracuse University – Syracuse, NY

- Principal Investigator: Dr. Nicole Fonger
- Investigated the impact of social justice themes on critical thinking, identity, and academic engagement in undergraduate precalculus students
- Employed mixed methods, including interviews and surveys, with data from 58 students at a predominantly white institution
- Conducted thematic analysis and contributed to academic research papers

- Presented findings at multiple conferences, including the SOURCE Fall Research Expo, D.E.I.A. Symposium, 18th ACC Meeting of Minds, and PME-NA 2024

Research Assistant, The Sharpe Lab
Syracuse University – Syracuse, NY

February 2022 – May 2022

- Principal Investigator: Dr. Charlotte Sharpe
- Trained in qualitative research methods and ethics for studying high school students' attitudes toward teaching
- Conducted on-site interviews and facilitated focus groups at a local high school
- Collaboratively analyzed qualitative data and identified key themes
- Contributed to research discussions and final analysis synthesis

Manuscript

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- [1] **Xu, H.**, Raja, W., Boutros, E., Wu, Q., & Fonger, N. L. (2024, November). *Emotions in social justice mathematics: Students' experience from a college precalculus classroom*. Paper presented at the 46th Annual Meeting of the North American Chapter of the International Group for the Psychology of Mathematics Education, Cleveland, OH.
 - [2] Boutros, E., Wu, Q., **Xu, H.**, & Fonger, N. L. (2023, August). *Making mathematics meaningful: How learning about local social injustices develops undergraduate students' identity, intellect, skill, and criticality*. *The Crown: Syracuse Undergraduate Research Journal*, 1, Article 16.

Presentation

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- [1] **Xu, H.** (2024, April). *Making mathematics meaningful: A mixed-methods study of undergraduate students' learning through social justice*. Paper presented at the 18th Annual ACC Meeting of the Minds Conference, South Bend, IN.
 - [2] Boutros, E., Fonger, N. L., Wu, Q., **Xu, H.** (2023, December). *Making mathematics meaningful: How learning about local social injustices develops undergraduate students' identity, intellect, skill, and criticality*. Paper presented at the SOURCE Fall Expo, Syracuse University.
 - [3] Boutros, E., Fonger, N. L., Wu, Q., **Xu, H.** (2023, October). *Enhancing students' inclusion and belonging by developing meaningful mathematics literacy in the place we now call home*. Paper presented at the D.E.I.A. Symposium, Syracuse University.
 - [4] Boutros, E., Fonger, N. L., Wu, Q., **Xu, H.** (2023, August). *Making mathematics meaningful: How learning about local injustices develops undergraduate students' criticality, identities, intellect, skill, and emotion*. Poster session presented at the SOURCE Symposium, Syracuse University.

Teaching Assistantship

Natural Language Processing for the Social Sciences , Columbia University (QMSS GR5067)	Spring 2025, Summer 2025
First Year Seminar , Syracuse University (FYS 101)	Fall 2022, Fall 2023
AEW for Calculus II , Syracuse University (ECS 116)	Fall 2021

Professional Experience

Account Executive Intern , BlueFocus Communication Group – Shanghai, China	June 2024 – August 2024
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- Supported the Sony Camera Line Promotion Campaign by assisting the Project Manager in implementing plans, coordinating workflows, and managing timelines across RED (Xiaohongshu)

and Bilibili platforms

- Facilitated internal communication by summarizing and relaying client feedback, accelerating article production, and monitoring campaign traffic
- Analyzed July market share performance of Sony's new release using Power BI to inform strategic adjustments
- Handled internal project procedures, including initiation, finalization, and contract documentation

Marketing and Media Intern, Boathouse Group Inc – Waltham, MA June 2023 – August 2023

- Led media optimization analysis within a five-person team for the Story District Promotion Campaign
- Collected and analyzed data from social media platforms, websites, and competitor reports to assess campaign effectiveness
- Developed a comprehensive content calendar and designed performance KPIs
- Produced a media plan selected by the client over competing proposals
- Delivered data-driven recommendations to enhance public relations strategy and fostered collaboration through Hub project management tools

Technologies

Programming & Data Tools: Python, R, HTML, GitHub, MAXQDA

Marketing & Analytics Platforms: GWI, MRI Simmons, Nielsen Commspoint

Productivity & Office Tools: Excel (certified in 2022), PowerPoint, Word, Pages, Numbers, Keynote, Google Workspace, Miro

Design & Media Tools: Adobe Photoshop, Premiere Pro, Canva

Language

Chinese (Mandarin): Native

English: Fluent