

# Hanyi Xu

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My research examines how interactive media shape users' stress, motivation, and well-being. I study when enjoyable experiences become demanding and how design can support both engagement and restoration.

## Education

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<b>Florida State University</b> <i>Ph.D. in Communication</i>	Aug. 2026 – Present
<b>Columbia University in the City of New York</b> <i>M.A. in Quantitative Methods in the Social Sciences</i> <ul style="list-style-type: none"><li>- Thesis: "Why Games Stop Feeling Fun: A Computational Approach to Emotional Demand in Play"</li><li>- Advisor: Gregory Kossinets</li></ul>	Aug. 2024 – Feb. 2026
<b>Syracuse University</b> <i>B.S. in Advertising, Minor in Computer Engineering</i>	Aug. 2020 – May 2024

## Research Experience

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<b>Graduate Research Assistant</b> , Language and Cognitive Neuroscience Lab Teachers College, Columbia University – New York, NY <ul style="list-style-type: none"><li>- Develop automated sLORETA EEG analysis scripts using Python and MNE for 24 subjects to enable real-time 3D brain visualization.</li><li>- Design a configurable data pipeline supporting diverse cognitive tasks, including direction, size, and cardinality assessments.</li><li>- Operate EEG and eye-tracking instrumentation to facilitate rigorous data collection and maintain optimal signal quality.</li><li>- Analyze complex cognitive neuroscience concepts within a journal reading group to identify and apply relevant research methodologies.</li></ul>	May 2025 – Feb. 2026
<b>Graduate Research Assistant</b> , Cognitive Media Lab UCSD/Columbia University – New York, NY <ul style="list-style-type: none"><li>- Program and implement digital surveys to facilitate large-scale data collection for social research.</li><li>- Execute statistical analyses using Python and SPSS to model complex relationships via multiple regression and group comparisons.</li><li>- Evaluate socioeconomic and demographic correlations to identify systemic barriers to healthcare access.</li><li>- Author and revise manuscript sections to communicate findings for peer-reviewed publication.</li></ul>	Oct. 2024 – May 2025
<b>Undergraduate Research Assistant</b> , Meaningful Math Research Group Syracuse University – Syracuse, NY <ul style="list-style-type: none"><li>- Investigated the impact of social justice themes on critical thinking, identity, and academic engagement in precalculus students.</li><li>- Employed mixed methods (interviews and surveys) to gather and analyze data from 58 students at a</li></ul>	Apr. 2023 – May 2024

predominantly white institution.

- Facilitated community events for "The Data Warriors" youth research program to foster community engagement.
- Synthesized qualitative data into academic manuscripts and presented findings at conferences including PME-NA 2024.

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

Feb. 2022 – May 2022

- Applied qualitative research methodologies and ethical protocols to effectively study high school student attitudes toward teaching.
- Facilitated on-site focus groups and conducted semi-structured interviews to gather primary qualitative data.
- Analyzed interview transcripts to identify key thematic patterns regarding educational perspectives.
- Synthesized research findings to contribute to final project analysis and group discussions.

### Manuscripts and Publications

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- [1] **Xu, H.**, Raja, W., Boutros, E., Wu, Q., & Fonger, N. L. (2024). Emotions in social justice mathematics: Students' experience from a college precalculus classroom. In K. W. Kosko, J. Caniglia, S. A. Courtney, M. Zolfaghari, & G. A. Morris (Eds.), *Proceedings of the 46th Annual Meeting of the North American Chapter of the International Group for the Psychology of Mathematics Education* (pp. 956–961). Kent State University.
- [2] Boutros, E., Wu, Q., **Xu, H.**, & Fonger, N. L. (2023). 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.

### Conference Presentations

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- [1] **Xu, H.** (2026, May). *Demand overload: How game mechanics trigger stress and reduce enjoyment*. Poster submitted to the APS Annual Convention, Barcelona, Spain.
- [2] Rhee, V., Chen, Z., Gushiken, Y., Bakhru, K., **Xu, H.**, Bisbee, N., Li, Y., Tang, J. E., & Gordon, P. (2026, March). *Electrophysiological and behavioral indices of numerical perception and cognition*. Poster accepted for presentation at the Annual Meeting of the Cognitive Neuroscience Society, Vancouver, Canada.
- [3] **Xu, H.** (2024, April). *Making mathematics meaningful: A mixed-methods study of undergraduate students' learning through social justice*. Paper presented at the ACC Meeting of the Minds Conference, South Bend, IN.
- [4] 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 Research Expo, Syracuse University, Syracuse, NY.
- [5] 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, Syracuse, NY.
- [6] 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 presented at the SOURCE Symposium, Syracuse University, Syracuse, NY.

## Teaching Assistantship

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**Natural Language Processing Social Sciences, Columbia University (QMSS GR5067):** Spring 2025, Summer 2025, Fall 2025

**First Year Seminar, Syracuse University (FYS 101):** Fall 2022, Fall 2023

**AEW for Calculus II, Syracuse University (ECS 116):** Fall 2021

## Professional Experience

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### Account Executive Intern

Jun. 2024 – Aug. 2024

BlueFocus – Shanghai, China

- Coordinate workflow and timeline management for the Sony Camera Line Promotion across RED and Bilibili platforms.
- Streamline internal communication by synthesizing client feedback to accelerate article production and monitor traffic.
- Analyze market share performance of new releases using Power BI to inform strategic campaign adjustments.
- Execute project initiation, finalization, and contract documentation to ensure compliance with internal procedures.

### Marketing and Media Intern

Jun. 2023 – Aug. 2023

Boathouse Group Inc – Waltham, MA

- Led media optimization analysis for the Story District Promotion Campaign within a collaborative five-person team.
- Analyzed social media metrics and competitor data to accurately assess campaign effectiveness.
- Developed comprehensive content calendars and designed performance KPIs to track engagement goals.
- Produced a strategic media plan selected by the client over competing proposals.
- Delivered data-driven recommendations to enhance PR strategy and utilized Hub tools for project management.

### Associate Producer

Mar. 2023 – May 2024

Orange Television Network – Syracuse, NY

- Directed visual storytelling, crew training, and on-set operations for the TV program *Psych vs. Star*.
- Managed post-production quality control, including title design and final cut supervision, to ensure broadcast standards.
- Developed and maintained production schedules to ensure timely project delivery.
- Executed single-camera production logistics for *Loud and Clear*, handling camera operation and site management.

## Project

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### Cloudburst Prediction Model

Jan. 2025 – May 2025

Columbia University – New York, NY

- Develop a predictive software prototype to provide early warnings for urban cloudbursts and enhance disaster preparedness.
- Analyze heterogeneous datasets, including satellite imagery and sensor readings, using Python to detect precipitation anomalies.
- Train ensemble machine learning models, including Random Forest and Gradient Boosting, to forecast 6-hour rainfall intensity.

- Visualize complex meteorological data through interactive dashboards built with Plotly and Plotnine for stakeholder reporting.
- Coordinate development lifecycles and version control via GitHub to maintain code integrity across the team.

### Capstone Project: CARE Advertising Campaign

Jan. 2024 – May 2024

Syracuse University – Syracuse, NY

- Formulated a comprehensive advertising strategy for the non-profit organization CARE to expand donor engagement among Gen Y audiences[cite: 408].
- Leveraged GWI and Nielsen Commspoint databases to analyze market trends and optimize a \$10,000 media budget[cite: 422, 541, 642].
- Designed an 8-week multi-channel placement plan across social and digital platforms to project over 360,000 impressions.
- Established performance KPIs to track donor conversion rates and social media engagement growth[cite: 537].
- Generated creative visual assets and pitched the final brand strategy to stakeholders to demonstrate campaign viability[cite: 664].

### Technologies

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

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

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

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

**Computer Systems:** Experienced user of Macintosh and Windows operating systems, with working knowledge of Linux and command-line interface (CLI) operations

### Licenses & Certifications

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**Human Subjects Protection SBR, CITI Program**

Aug. 2025 – Aug. 2028

*Credential ID: 71361914*

**FDA-Regulated Research, CITI Program**

Aug. 2025

*Credential ID: 71361915*

**Research With Minors SBR, CITI Program**

Aug. 2025

*Credential ID: 71361916*

**Microsoft Office Specialist: Excel 2019 Associate, Microsoft**

Nov. 2022

*Credential ID: n28K-Dwo5*

### Language

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**Chinese (Mandarin):** Native

**English:** Fluent

*Last updated in February 2026*