

## Luling Huang

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### EDUCATION

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|------|-------|---|
| 2020 | Ph.D. | Media and Communication, Klein College of Media and Communication<br>Temple University, Philadelphia, PA, United States |
| 2013 | M.A.  | Media Studies, Department of Radio-Television-Film<br>The University of Texas at Austin, United States                  |
| 2011 | B.A.  | TV Directing and Editing, School of Television and Journalism<br>Communication University of China, Beijing, China      |

### POSITIONS

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|----------------|---|
| 2020 -         | Council on Library and Information Resources (CLIR) Postdoctoral Fellow in Data Curation for Energy Social Science, Wilton E. Scott Institute for Energy Innovation & University Libraries, Carnegie Mellon University, Pittsburgh, PA, United States |
| 2016 -<br>2019 | Graduate Research Fellow, Scholars Studio, University Libraries<br>Temple University, Philadelphia, PA, United States   |

### SKILLS

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|----------------------------------|---|
| <b>Data analysis:</b>            | Unsupervised text mining, social network analysis, regression analysis, structural equation modeling, survival analysis |
| <b>Data analysis tools:</b>      | LISREL, Python, R, SPSS   |
| <b>Data visualization tools:</b> | R & Python (static visualization, interactive visualization, mapping)   |
| <b>Programming Languages:</b>    | Python, R, SPARQL (query language)  |

### RESEARCH EXPERIENCE

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|-----------|---|
| 2021 -    | Postdoctoral research, Carnegie Mellon University <ul style="list-style-type: none"> <li>• Collaborates with a team of engineering researchers and conducts research in energy equity and justice (team lead: Destenie Nock)</li> <li>• Project I: Estimates the outdoor temperatures at which households turn on cooling and heating units based on a large residential electricity consumption dataset; writes Python code to develop an iterative regression-based modeling procedure</li> <li>• Project II: Estimates income-related inequality aversion in residential energy consumption; uses choice experiment and survival analysis</li> </ul> |
| 2013-2020 | Doctoral research, Media and Communication, Temple University <ul style="list-style-type: none"> <li>• Dissertation title: <i>The role of psychological discrepancy in belief change: Testing four models with a single message</i></li> <li>• Dissertation committee co-chairs: Deborah Cai and Edward L. Fink</li> </ul>  |
| 2016-2019 | Graduate Research Fellowship, Scholars Studio, University Libraries, Temple University <ul style="list-style-type: none"> <li>• Conducted personal research on group dynamics in online political discussion</li> <li>• Implemented text mining and dynamic social network analysis</li> </ul>  |

## PROGRAMMING EXPERIENCE

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- 2021 - Postdoctoral Fellow, Carnegie Mellon University
- **Project I: Energy Expert Finder**
    - Developed an interactive dashboard using Python Dash
    - Improved the workflow of tracking scholarly output for CMU's energy institute
    - Link: <https://www.library.cmu.edu/about/news/2022-03/energy-social-science-data-curation-1>
  - **Project II: RICCH: Risks and Impacts of Climate Change on Hydropower**
    - Collaborated with a doctoral student in engineering and public policy
    - Developed an interactive dashboard using R Shiny
    - Link: <https://ricch.shinyapps.io/hydro-shiny/>
  - **Project III: CLIR Postdocs and Grants Over the Years (work in progress)**
    - Collaborated with a team of CLIR fellows
    - Developed two prototype dashboards on behalf of CLIR
    - Links: a. [https://hluling.shinyapps.io/postdoc\\_dashboard\\_test/](https://hluling.shinyapps.io/postdoc_dashboard_test/) b. [https://hluling.shinyapps.io/grants\\_dashboard\\_test/](https://hluling.shinyapps.io/grants_dashboard_test/)
- 2016-2019 Graduate Research Fellowship, Scholars Studio, University Libraries, Temple University
- **Project I: Nineteenth-Century Knowledge Project**
    - Developed a Python program to clean and process XML files
    - Team lead: Peter Logan
    - Link: <https://tu-plogan.github.io/>
  - **Project II: CBDBtoSNA**
    - Developed a Python program to visualize social network data in the China Biographical Database (CBDB)
    - Team lead: Marcus Bingenheimer
    - Link: <https://github.com/hlulatingu/CBDBtoSNA>

## PUBLICATION

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- Huang, L., Fink, E. L., & Cai, D. A.** (Advance Online Publication). Psychological discrepancy in message-induced belief change: Empirical evidence regarding four competing models. *Communication Monographs*. <https://doi.org/10.1080/03637751.2021.1973051>
- Kim, J.-O., & **Huang, L.** (2017). The unscripted format trade in a new era of the Korean Wave: A comparative analysis of the Chinese remaking of the Korean reality TV show, "Daddy, Where Are You Going?" In T.-J. Yoon & D. Y. Jin (Eds.), *The Korean Wave: Evolution, fandom, and transnationality* (pp. 209-225). Lexington Books.

## CONFERENCE PAPERS (MOST RECENT)

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- Huang, L., & Nock, D.** (2022, June). *Income-related inequality aversion in residential energy consumption*. Poster to be presented at 3<sup>rd</sup> International Conference on Energy Research & Social Science. Manchester, UK.
- Huang, L., Fink, E. L., & Cai, D. A.** (2021, May). *The role of psychological discrepancy in belief change: Evaluating four models*. Paper presented at International Communication Association 2021 (virtual). [**Best of Information System Division Paper (one of three)**].
- Huang, L.** (2019, November). *Semantic ideological difference, common ground, and discussion network formation in online political discussion: A semantic relational event analysis*. Paper presented at National Communication Association 2019, Baltimore, MD.