

Luling Huang

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EDUCATION

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

POSITIONS

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 - 2019	Graduate Research Fellow, Scholars Studio, University Libraries Temple University, Philadelphia, PA, United States

SKILLS

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

RESEARCH EXPERIENCE

2021 -	Postdoctoral research, Carnegie Mellon University <ul style="list-style-type: none"> Collaborates with a team of engineering researchers and conducts research in energy equity and justice (team lead: Destenie Nock) 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 Project II: Estimates income-related inequality aversion in residential energy consumption; uses choice experiment and survival analysis
2013-2020	Doctoral research, Media and Communication, Temple University <ul style="list-style-type: none"> Dissertation title: <i>The role of psychological discrepancy in belief change: Testing four models with a single message</i> Dissertation committee co-chairs: Deborah Cai and Edward L. Fink
2016-2019	Graduate Research Fellowship, Scholars Studio, University Libraries, Temple University <ul style="list-style-type: none"> Conducted personal research on group dynamics in online political discussion Implemented text mining and dynamic social network analysis

PROGRAMMING EXPERIENCE

- 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/ b. 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/hluling/CBDBtoSNA>

PUBLICATION

- 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)

- Huang, L., & Nock, D.** (2022, June). *Income-related inequality aversion in residential energy consumption*. Poster to be presented at 3rd 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.