

## Luling Huang

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### 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
- Research: 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; applies choice experiment and survival analysis
  - Programming: Develops web tools for data curation
    - **Project I:** Energy Expert Finder
      - Developed an interactive dashboard with Python Dash
      - Improved workflow of tracking scholarly output for the 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 with 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
      - Link: [https://hluling.shinyapps.io/postdoc\\_dashboard\\_test/](https://hluling.shinyapps.io/postdoc_dashboard_test/)
- 2016 - *Graduate Research Fellow*, Scholars Studio, University Libraries  
2019 Temple University, Philadelphia, PA, United States
- Research: Conducted research on group dynamics in online political discussion
    - Implemented text mining and dynamic social network analysis
  - Programming: Developed software for digital humanities projects
    - **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>
  - Taught workshops
    - Workshop Leader, “Data Cleaning With OpenRefine,”
    - Workshop Co-Leader, “Scraping the Web With Python,”

2018 - *Adjunct Instructor*, Department of Communication and Social Influence,  
2019 Temple University, Philadelphia, PA, United States

## EDUCATION

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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

## SKILLS

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**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)

## PUBLICATION

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**Huang, L., Fink, E. L., & Cai, D. A. (2022).** Psychological discrepancy in message-induced belief change: Empirical evidence regarding four competing models. *Communication Monographs*, 89(2), 235-259. <https://doi.org/10.1080/03637751.2021.1973051>

Xu, K., Chen, X., & **Huang, L.** (Advance Online Publication). Deep mind in social responses to technologies: A new approach to explaining the Computers are Social Actors phenomena. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2022.107321>

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.

Xu, K., Chen, X., & **Huang, L.** (2022, May). *Deep mind in social responses to technologies: A new approach to explaining the CASA phenomena*. Paper to be presented at International Communication Association 2022. Paris, France.

**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)]**.