KENDALL GOODLAND

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Education

University of Texas at Dallas

Master of Science in Social Data Analytics and Research (Expected 2025)

Bachelor of Arts in Political Science, 2022
Honors: Magna cum laude, GPA: 3.9

Professional Experience

Student Union Operations Manager, University of Texas at Dallas
2023–Present

- Coordinate logistics for student-led programs, including space reservations and AV equipment
- Provide responsive support to students, faculty, and visitors
- Supervise student staff and adapt to scheduling and facility needs

Communications Coordinator, The Storehouse Community Center
2023–2024

- Designed digital and print content to increase community engagement
- Contributed to marketing campaigns and expanded outreach
- Provided event-day communications and direct service support

Selected Coursework & Research Projects

Fake News and Social Networks: How Network Contacts Affect the Belief of Disinformation within Social Groups – *Final Research Design, PSCI 7381, UT Dallas (2025)*

- Designed an original egocentric network study to examine how social exposure and political homophily influence belief in 2020 U.S. election-related disinformation
- Developed survey instrument incorporating name generator and interpreter modules to measure tie strength, ideological alignment, and disinformation exposure within personal networks

- Proposed multi-model logistic regression strategy with interaction terms to assess effects of exposure and homophily on belief formation, with robustness checks for media use and trust
- Integrated political network theories including homophily and social contagion to inform hypotheses; visualized network structure in R to simulate "echo chamber" effects
- Highlighted implications for policy design and targeted interventions against disinformation based on network dynamics and relational vulnerability

The Work Well Program: Evaluation Design Proposal – Program Evaluation, UT Dallas (2024)

- Developed a quasi-experimental evaluation design to assess outcomes of a workforce development program for underemployed, economically disadvantaged individuals in Plano, TX
- Applied a switching replications model to enable longitudinal analysis and cross-group comparisons while addressing ethical concerns in participant access
- Designed multi-method data collection tools (Likert-scaled surveys, interviews, curriculum-based assessments) aligned with Kirkpatrick's four-level evaluation model (reaction, learning, behavior, results)
- Proposed a 12-month post-program follow-up using a paired-sample t-test to analyze outcomes such as job placement, wage sustainability, and self-reported quality of life
- Incorporated theoretical frameworks from labor market economics to contextualize program impacts and inform long-term strategy for stakeholder and partner alignment

***Market Prices, Volatility, and the U.S. Presidential Election – Data Visualization Final Project, EPPS* 6356, UT Dallas (2024)**

- Conducted multi-method analysis of sector-level stock performance and volatility surrounding U.S. presidential elections (2012–2020), using time series, bar chart, and heatmap visualizations
- Developed and cleaned a novel panel dataset of daily returns across five major market sectors: integrated economic indicators from FRED and LSEG
- Simulated 10,000 portfolio combinations per administration (Obama, Trump, Biden) to generate efficient frontiers and identify optimal Sharpe ratio weights
- Built a dynamic R Shiny dashboard to visualize sector trends and volatility pre- and post-election; utilized ggplot2, tidyr, quantmod, and AI-assisted UI integration
- Presented evidence-based conclusions assessing the influence of political regime changes on market behavior, with implications for investors and analysts

Data Visualization with R Shiny App (2025)

- Built interactive dashboards using Shiny to visualize demographic trends and election data
- Applied principles of visual storytelling and user-centered design

Health Misinformation/Disinformation: Common Themes, Words, and Patterns – Knowledge Mining Final Project, EPPS 6323, UT Dallas (2024)

- Analyzed over 1,500 health publications using natural language processing (NLP) to identify linguistic and thematic differences between credible and misinformation-based sources
- Employed text mining techniques including sentiment analysis (Bing lexicon), word frequency and ratio analysis, log odds ratios, and bigram modeling
- Built Latent Dirichlet Allocation (LDA) topic models to uncover distinct topic clusters in fake vs. real health stories and press releases
- Found that fake health publications exhibited more negative sentiment and emphasized themes like "cancer" and "therapy," while credible sources prioritized clinical trials and procedural clarity
- Highlighted methodological challenges in misinformation detection due to lexical similarity between fake and real health content, underscoring the need for contextual and structural analysis in public health communication

Balancing Beef Demand with Climate-Conscious Practices – Political Economy of Natural Resources Final Paper, UT Dallas (2024)

- Investigated methane emission trends from the U.S. beef industry and assessed dietary mitigation strategies (e.g., plant secondary metabolites) as scalable climate solutions
- Analyzed competing interests in sustainability and industry profitability using lobbying data, donor networks, and sector-specific policy alignment
- Applied the Return on Sustainability Investment (ROSI) framework from NYU Stern to model financial and social benefits of methane-reducing feed innovations
- Evaluated the Sustainable Market Share Index (SMSI) to explore market viability and consumer trends influencing sustainable cattle feed adoption
- Conducted policy and stakeholder analysis to identify opportunities for aligning environmental and economic incentives in high-emission agricultural sectors

Skills

• Technical: R, Python, STATA, Microsoft Office Suite, Google Workspace
• Soft Skills: Effective communication, leadership, organization, time management
• Languages: Spanish (Intermediate to Advanced proficiency)

Memberships & Leadership

- Mentor, Transfer Mentor Program, University of Texas at Dallas
- Member, Phi Theta Kappa Honor Society
- Member, John Marshall Pre-Law Society