MASON WALKER

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EDUCATION

Northwestern University   Evanston, IL
Master of Science, Data Science   *2021 - 2023*

University of California, Santa Barbara   Santa Barbara, CA
Bachelor of Arts, Political Science   *2013 - 2017*

University of Maryland, Joint Program in Survey   College Park, MD
Methodology
Graduate Certificate, Fundamentals of Survey Statistics   *2024 - Present*

EXPERIENCE

San Diego Gas & Electric   San Diego, CA
Research Analyst   *2022 - Present*

Responsibilities:

- Actively work with senior management on research, technical and other matters; complete special projects, as assigned; coordinate/respond to data requests, including those from our regulator and other government agencies requiring advanced subject matter/statistical knowledge; work with other SDG&E analysts to coordinate the research needed to respond to requests for information about our customers; develop and present customer findings in a digestible manner to key stakeholders.

- Led a state-mandated project requiring SDG&E to target certain customers for specific electric rates & technologies; used cluster analysis to create customer profiles of 500k customers using a combination of internal SDG&E and US Census data to segment customers based on demographics and electric usage; cluster analysis was later used with supervised machine learning to predict which customers might be likely candidates for the proposed new electric rates.

- Contributing member of SDG&E's Office of Data Science, a small volunteer team responsible for fostering and spreading data science across the company; helped develop one of SDG&E's first data dive events, an event teaching the basics of cluster analysis; helped test the feasibility of deploying graph databases across the company and creating learning materials for the Cypher language; helped create internal how-to guides detailing to employees how to access and install various data science tools.

- Oversee all aspects of survey questionnaire and design for the marketing team, including managing survey vendor relations and survey sampling procedures; help develop methods to create survey weights, sampling frame design, and review/edit questionnaires; review data files for accuracy, completeness, and adherence to company standards.

- Create interactive dashboards in R Shiny to display various metrics and descriptive characteristics of SDG&E customers for senior management and staff; merged SDG&E data with various government data sources, such as Census, BLS and other sources to illustrate underserved & difficult to reach communities in the broader San Diego area for company focus, results were later incorporated into regulatory briefings as well as modeling for more targeted customer marketing.

Pew Research Center   Washington, D.C.
Research Analyst I & II   *2020 - 2022*

Responsibilities:

- Authored a mix of comprehensive, lengthy research reports and relatively short analyses of research findings pertaining to Americans' attitudes towards the news media and newsroom demographics; analyzed and interpreted survey, demographic, and other data using statistical and other research tools; translated quantitative research findings into non-academic, clear prose for a general audience.

- Conducted statistical analysis of both survey and non-survey data; created cross-tabs of survey data using the statistical software R and SPSS; created regression models in R on survey data to test survey findings; created automated scripts in R to test for inter-coder reliability on open-end survey data; tested the statistical significance of survey findings; calculated variance and standard errors of Census microdata survey estimates using replicate weights.

- Managed various Pew Research Center projects and publications; responsible for leading meetings, overseeing, and creating strict documentation for junior staff members to follow for the manual coding and categorization of open-end survey and non-survey data; created the sampling frame of Pew's journalist survey, which included over 100k+

journalists in the frame, also supervised the development of the webscraping used to create the frame; led a small team in performing a content analysis of newsroom layoff data, results were later part of a short report.

- Created and coauthored a series of short reports using economic and demographic data from the Census Bureau and BLS to describe the changing landscape of newsroom employment and employees in the U.S.; collected and analyzed the data and wrote the methodology describing the scopes and limits of the data; the reports were some of the most cited from the Pew journalism team.

Pew Research Center Washington, D.C.

Research Assistant I & II *2017 - 2020*

Responsibilities:

- Responsible for supporting all aspects of the Pew journalism research portfolio of projects; including fact-checking, proof-reading and background research to support the design and data collection of new research projects, statistical analysis, producing charts and tables for reports, writing and editing reports; assist in writing survey questionnaires; responding to external requests for data/answering data related questions; worked on a series of international survey projects centered around Western Europeans' attitudes towards the news media.

- Supervised a series of ten focus groups as part of a yearlong study exploring Americans' views of the news media, the focus groups were later used to inform the development of a series of surveys to gain a deeper understanding of Americans' trust/attitudes of the news media & journalists across a range of dimensions; managed all aspects of the focus groups, including developing & editing the moderator guide, working with the vendor on recruitment and sample design, analyzing the raw transcripts for overall themes and main takeaways.

- Helped manage and edit various parts of Pew Research Center's annual State of the News Media Report, an annual report on key audience and economic indicators for a variety of sectors within the U.S. news media industry; collected and analyzed cable and network news audience and economic data; worked with vendors to understand data limitations; worked on sections of the report's methodology; drafted, wrote, and edited the cable and network news sections of the report; fact-checked other sections as needed; responded to data requests from journalists, academics, and government agencies.

SKILLS

Languages and Tools - *proficient:* R programming language, Python, SPSS, Wincross, SQL (SQLite, PostGreSQL), Qualtrics, Git, Azure DevOps, Quarto *intermediate:* Cypher, Neo4j, Tensorflow/Keras, R Shiny, LaTeX

Skills - Survey methods, conventional statistics, descriptive statistics, data visualization, regression analysis, clustering, data analysis, focus groups, report writing, database design

PUBLICATIONS

"Nearly a quarter of Americans get news from podcasts" Walker. *Pew Research Center*, 2022.

"News consumption across social media in 2021" Walker & Matsa. *Pew Research Center*, 2021.

"More Americans now say government should take steps to restrict false information online than in 2018" Mitchell & Walker. *Pew Research Center*, 2021.

"U.S. newsroom employment has fallen 26% since 2008" Walker. *Pew Research Center*, 2021.

"A third of large U.S. newspapers experienced layoffs in 2020, more than in 2019" Walker & Matsa. *Pew Research Center*, 2021.

"Nearly 2,800 newspaper companies received paycheck protection loans, and most were under $150K" Walker & Matsa. *Pew Research Center*, 2020.

"Americans blame unfair news coverage on media outlets, not the journalists who work for them" Walker & Gottfried. *Pew Research Center*, 2020.

"Most Americans see a place for anonymous sources in news stories, but not all the time" Gottfried & Walker. *Pew Research Center*, 2020.

"Americans see skepticism of news media as healthy, say public trust in the institution can improve" Gottfried, Walker, Mitchell. *Pew Research Center*, 2020.

"Americans' views of the news media during the COVID-19 outbreak" Gottfried, Walker, Mitchell. *Pew Research Center*, 2020.

"U.S. media polarization and the 2020 election: A nation divided" Jurkowitz, Mitchell, Shearer, Walker. *Pew Research Center*, 2020.

"Trusting the news media in the Trump era" Gottfried, Stocking, Grieco, Walker, Khuzam, Mitchell. *Pew Research Center*, 2019.

"Americans favor mobile devices over desktops and laptops for getting news" Walker. *Pew Research Center*, 2019.

"Who pays for local news in the U.S.?" Walker. *Pew Research Center*, 2019.

"Republicans far more likely than Democrats to say fact-checkers tend to favor one side" Walker, Gottfried. *Pew Research Center*, 2019.

"Many Americans say made-up news is a critical problem that needs to be fixed" Mitchell, Gottfried, Stocking, Walker, Fedeli. *Pew Research Center*, 2019.

"News media attitudes in France " Sumida, Walker, Mitchell. *Pew Research Center*, 2019.

"Western Europeans under 30 view news media less positively, rely more on digital platforms than older adults" Matsa, Silver, Shearer, Walker. *Pew Research Center*, 2018.

"In Western Europe, public attitudes toward news media more divided by populist views than left-right ideology" Mitchell, Simmons, Matsa, Silver, Shearer, Johnson, Walker, Taylor. *Pew Research Center*, 2018.

PRESENTATIONS

The League of Women Voters of Nebraska, "Media Literacy in an Age of Disinformation", Nov. 4, 2021.

American Association of Public Opinion Research (AAPOR) Annual Conference, Media Attitudes Session, "Studying how media habits and attitudes relate to perceptions of the 2020 election: A year-long survey series", June 12, 2020.

American Association of Public Opinion Research (AAPOR) Annual Conference Poster Session, "Comparing Estimates of Newsroom Employees in U.S. Government and Private-Sector Surveys", May 18, 2019.