

NEOMI RAO

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EDUCATION

- 2020-present University of Chicago
PhD student, Political Science
- 2018-2019 University of Chicago
Master of Arts Program in Social Sciences (MAPSS)
Concentration: Psychology
Thesis title: “Communities Change When Individuals Change”: The Sustainability of System-Challenging Collective Action
Advisor: Dr. Seamus Power
- 2012-2016 University of Maryland College Park
Bachelor of Arts, Linguistics, magna cum laude
Bachelor of Science, General Biology, magna cum laude

RESEARCH EXPERIENCE

- 8/2019-present Survey Specialist
NORC at the University of Chicago - Chicago, IL
- Taking a supporting role on key tasks related to survey research design, data collection and analysis
 - Developing instrumentation for quantitative or qualitative data collection (e.g. constructing surveys with Qualtrics)
 - Analyzing data using SAS; drafting reports and presentations
- 10/2018-8/2019 Operations Assistant
University of Chicago Survey Lab
- Collected and coded Medicaid plan data.
 - Conducted phone surveys and assisted in web and mail survey production.
 - Analyze survey data with SPSS and R, synthesized results in reports.
- 9/2017-8/2018 Research Assistant
Tata Institute of Social Sciences, Mumbai – Sociology Department
- Advisor: Dr. Lakshmi Lingam
 - Contributed to project: Adolescent Subcultures and Smartphones: Exploring the Implications for Gender, Sexuality, and Rights.
 - Researching and writing an analysis of media attitudes organized by themes of identity, addiction, surveillance, subversion, etc.
 - Preparing conference presentations on selected research topics.
- 7/2015-7/2016 Research Assistant & Interim Lab Manager

University of Maryland – Linguistics Department – Cognitive Neuroscience of Language Lab

- Advisor: Dr. Colin Phillips
- Formulated research question for project: Memory and Prediction in Online Language Processing .
- Prepared stimuli and conducted experiments using EEG, eye-tracking, PsychoPy response time tasks, surveys, etc.
- Organized lab meetings, maintained lab equipment and website, supervised RAs, reviewed literature, and edited manuscripts.
- Analyzed data, presented findings at symposium.

PROFESSIONAL EXPERIENCE

- 9/2017-8/2018 Communications Coordinator
CORO India, Mumbai
- Assessed project impact via focus groups and in-depth interviews.
 - Created written and graphic content for annual report, grant proposals, program booklets, training modules, case studies, social media, blog posts, newsletters, video storyboards, and other outward-facing materials.
 - Produced content for and managed social media and website.
 - Oversaw interns and volunteers for video and content production.
- 9/2016-8/2017 Quality Assurance and User Experience Analyst
Epic Systems, Inc., Madison, WI
- Conducted and analyzed heuristic evaluations, user interviews, and workflow tests to create optimal electronic medical record software for end users.

PUBLICATIONS

[Rao, N. \(2021\). “Communities Change When Individuals Change”: The Sustainability of System-Challenging Collective Action. *European Journal of Social Psychology*.](#)

[Rao, N. & Lingam, L. \(2020\). Smartphones, Youth, and Moral Panics: Exploring Print and Online Media Narratives in India. *Mobile Media & Communication*.](#)

[Rao, N. & Ulrich, K. \(2020\). Effect of pre- and post-paid incentives on mail survey response. *Survey Practice*.](#)

CONFERENCE PRESENTATIONS

Rao, N. & Ulrich, K. (2019). Effect of pre- and post-paid incentives on mail survey response. Midwest Association for Public Opinion Research (MAPOR) 44th Annual Conference. Chicago, IL.

* Rao, N. (2019). "Communities Change Because Individuals Change": Strategies for Sustaining Collective Action. Presented at the MAPSS 4th Annual Graduate Student Academic Research Conference. Chicago, IL. *Organized invited panel: "Imagining Subversive Futures"

Rao, N., Bhallamudi, I., & Lingam, L. (2017). Why Loiter: Women Claiming Online Public Spaces. Presented at the IT for Change National Dialogue on Gender-Based Cyberviolence. Mumbai, India.

Rao, N. (2015). Memory and Prediction in Online Language Processing. Presented at the Center for the Advanced Study of Language Summer Language Scholars Symposium. College Park, MD.

ACADEMIC AWARDS

2018-19	Merit-based Scholarship of Full Tuition, University of Chicago, MAPSS
2016	Phi Beta Kappa Honor Society - University of Maryland, Gamma Chapter
2016	Phillip Merrill Presidential Scholar Honors University of Maryland's most successful graduating seniors by awarding a scholarship to a first-year student from their high school.
2016	Arts & Humanities Dean's Senior Scholar (Linguistics) An award of \$1000 given to seven senior students in the College of Arts & Humanities after nomination from the departments.
2015	Center for the Advanced Study of Language: research grant of \$3000.
2012-2016	Banneker/Key Merit-based Scholarship of Full Tuition, University of Maryland College Park

SKILLS

Research	Qualitative and Quantitative Methods: EEG and Eye-Tracking Data Collection, Statistical Analysis, Media Analysis, Content Analysis, Survey Research; Professional Writing: Reports, Grant Proposals, Case Studies; Usability Testing.
Technical	R; SAS; HTML; MTurk; Qualtrics; Eye-tracking, EEG, Canva; Google Suite; Microsoft Office Suite.
Languages	Hindi (fluent); Gujarati (heritage speaker)
