



# Nicholas Michalak

Quantitative Social Scientist

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## Summary

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A quantitative social scientist with 9 years of experience using advanced methods and statistics to answer a breadth of research questions in marketing, consumer behavior, social psychology, and survey methodology. Proficient in R, Python, SQL, and SPSS.

## Work experience

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### Methods and Statistics Consultant

2017 - Present

[University of Michigan, Department of Psychology](#)

Consulted dozens of research faculty, post-doctoral researcher, doctoral student, master's student, and undergraduate student clients on methodological and statistical rigor of and data visualization for their experimental, quasi-experimental, and observational studies

### Graduate Student Instructor

2015 - 2019

[University of Michigan, Department of Psychology](#)

Trained hundreds of doctoral and master's students in advanced statistical methods, computing, and data visualization

Instructed statistical topics including Generalized Linear Model, ANOVA, Multidimensional Scaling, Clustering, Principal Components and Common Factor Analysis, Reliability, Structural Equation Modeling, Power Analysis, and Missing Data

### Research Lab Manager

2013 - 2015

[Carlson School of Management, Marketing and Logistics](#)

Conducted 75 experiments and observational studies in psychology, marketing, and consumer behavior

Regularly prepared quantitative social science research reports as well as PowerPoint presentations for invited speaking

## Education

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### Doctor of Philosophy

2015 - 2020

[University of Michigan](#)

Social Psychology

### Master of Science

2015 - 2017

[University of Michigan](#)

Social Psychology

### Bachelor of Science

2007 - 2012

[University of St. Thomas \(St. Paul, MN\)](#)

Neuroscience

