YIWEN ZHANG

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EDUCATION

University of Pittsburgh Pittsburgh, PA
- Ph.D in Psychology (Cognitive) with Quantitative Minor, 09/2019 – 05/2024
- M.S. in Psychology (Cognitive) 09/2019 – 05/2021

Zhejiang University Hangzhou, China
- B.S. in Psychology, GPA 3.88/4.0 (honored graduation, ranked #1 in Department of Psychology) 2015 – 2019

RESEARCH TOPICS

- I'm passionate about using randomized control experiments and computational models to investigate human learning and decision making, especially how people learn and make decisions from real-world observations.

SELECTED EXPERIENCE

Graduate Student Researcher, University of Pittsburgh **Sept 2019 – present**
- **Lead researcher on various projects on causal learning in real life.** Designed randomized control experiments to investigate human causal inference.
- Performed large-scale data analysis and computational modeling including **regression models**, **Bayes analysis and Reinforcement Learning algorithms**. Developed **computational models** of human behavior, used simulations to test different hypothesis of human causal inference.
- Developed **a smartphone-based app** and a time-scheduling-reminder system for users to complete the experiments remotely and in their daily life. Shared the experiment as a template for designing, programming, and running Psychology experiments in the cloud, wrote tutorials and instructions.

UX Researcher Intern, Meta Platforms, Inc. **May 2022 – August 2022**
- Lead researcher on WhatsApp Feature Awareness Project. Designed **off-platform feature awareness surveys with 200+ questions including 60 main features** on WhatsApp and investigated users' perceived need, awareness, comprehension, and usage of the main features.
- Survey results helped the team to **address several important questions**: (1) which feature need to be prioritized for improve; (2) how feature awareness changed over time; (3) the behavior patterns of younger users and users with low digital literacy; (4) features awareness comparison between WhatsApp and competitor apps.
- Presented the research results to two cross functional teams and **helped them make decisions on feature improvement.**

PUBLICATIONS & POSTERS

Zhang, Y. & Rottman, B. M. (under revision/resubmission). Causal Learning with Interrupted Time Series Data. *Judgment and Decision Making*

Zhang, Y. & Rottman, B. M. (under resubmission). Casual Learning with Delays Up to 21 Hours. *Psychonomic Bulletin & Review*

Willett, C. L., **Zhang, Y**, & Rottman, B. M. (under resubmission). Primacy and Recency over Long Timeframes. *Cognition*

Zhang, Y., Rottman, B. M., & Collins, A. (in preparation). Set Size Effect on Reinforcement Learning over Long Timeframes.

Zhang, Y. & Rottman, B. M. (2021). Casual Learning with Delays Up to 21 Hours. *Proceedings of the 43rd annual conference of the cognitive science society.*

Zhang, Y. & Rottman, B. M. (2021). Casual Learning with Interrupted Time Series. *Proceedings of the 43rd annual conference of the cognitive science society.*

SKILLS

- Research methods: A/B test design, Survey design, Lab studies, Smartphone Studies
- Stats expertise: Reinforcement Learning, Bayesian Modeling, Hierarchical and Mixed Effects Modeling, Categorical Data Analysis
- Working with data: R (tidyverse), Tableau, Python (numpy, pandas), d3.js, SQL, SPSS
- Web development: JavaScript, HTML/CSS, Vuejs, Flask, Github, Google Cloud, Google firestore
- Languages: English (proficient), Chinese (native)