

# Yi Zhang

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Linkedin: [www.linkedin.com/in/yizhang96](https://www.linkedin.com/in/yizhang96) | Website: [yizhang96.github.io/about](https://yizhang96.github.io/about)

I am a social psychology researcher with 5+ years of experience designing experiments and using quantitative methods to analyze both lab and naturalistic data. I am passionate about using data to understand human behavior and inform adaptive choices.

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## — Education —

### University of Southern California, Los Angeles, CA

- Ph.D. in Social Psychology (expected in May 2025)
- M.A. in Psychology (received August 2022)

### New York University, New York, NY

- B.A. in Psychology (with Honors) and Philosophy (received in May 2018)

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## — Technical skills —

**Programming:** R, Python, SPSS, Bash; familiar with SQL, Matlab, Javascript, HTML/CSS

**Statistical analysis:** Linear and Logistic Regression, Multilevel Modeling, Machine Learning, Natural Language Processing, RSiena (for longitudinal network analysis), FSL (for fMRI data)

**Data visualization:** ggplot, Seaborn/Matplotlib, igraph, XNetwork, ArcGIS

**Reproducible computing:** Git, Knitr, Rmarkdown, Jupyterlab

**Research Methods:** online survey, in-lab experiment, social network analysis, ecological momentary assessment, neuroimaging (fMRI)

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## — Research Experience —

### PhD Student at *University of Southern California, Los Angeles, CA* | 2020 - Present

- Designing and conducting 9 behavioral and survey experiments to investigate novel theory-driven predictions about empathy, social rejection, and moral decision-making.
- Examining real-world effects of psychological phenomena by analyzing daily diary, cross-sectional, and longitudinal social network data using multilevel modeling, supervised machine learning classification, and agent-based modeling.
- Visualizing research findings for clear and concise academic and public communication purposes using R and Python.
- Crafting written and verbal reports appropriate for various outlets, from academic journals and conferences to social media posts.

### User Researcher/Data Analyst for *PaceTodo, independent project* | May – Aug 2022

- Designed an online survey to probe time-management app users' delay patterns and informed the design of PaceTodo—a 7-day time management training app.
- Analyzed and visualized data using R; developed and presented key insights to UX designer and software engineer.

### Lab Manager/Research Coordinator at *Columbia University, New York, NY* | 2018 – 2020

- Analyzed quantitative survey data and visualized results on drinking behavior in college social networks.
- Coordinated scheduling, IRB compliance, and grant-compliant finances of 20+ staff members, researchers, and students.
- Built fMRI experiment scripts in PsychoPy and E-Prime; ran 200+ fMRI sessions using a Siemens 3T scanner; preprocessed and analyzed fMRI data using FSL.

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## — Awards and Grants —

- 2022                      Honorable mention, APS Student Grant