

Yuyang Liang

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Education

Michigan State University East Lansing, MI	Ph.D. (in progress), Information Science Focus: data mining, social network analysis, social computing, and user behavior modeling.
University of Michigan Ann Arbor, MI	M.S., Survey Methodology
Peking University Beijing, China	B.A., Advertising & B.S., Statistics

Work

Ph.D. Researcher Michigan State University 2015.7 – present	<ul style="list-style-type: none">– Used Python to connect to Reddit's API, and performed social network analysis and mixed-effect regression modeling in R to understand users' behaviors and interactions.– Conducted think-alouds and developed web infrastructure using Python, SQL and CSS for experimental research on online communities to investigate users' mental models.– Applied statistical hypothesis testing, and generalized linear modeling to compare user profiles and behaviors in Reddit. Built a random forest classifier to predict user type using scikit-learn.– Designed and conducted experiments to understand how the framing and valence of commercials influence consumers purchasing behavior.
Research Assistant University of Michigan 2011.9 – 2015.4	<ul style="list-style-type: none">– Performed data manipulation using SAS macros to improve data quality and imputed missing data for Integrated Fertility Survey Series in the Unix environment.– Conducted questionnaire design, focus group and cognitive interviews for Pane Study of Income Dynamics.
Intern Altarum Institute 2012.5 – 2012.8	<ul style="list-style-type: none">– Developed algorithms to conduct Patient-mix Adjustment on Tricare Inpatient Satisfaction Survey (TRISS) data via SAS macros and SQL.

Technical Skills

Data Analysis: R, SAS, Excel, SPSS
Language: Python, SQL, C++, HTML, CSS, LaTeX
Platform: Windows, Unix

Publications

Yuyang Liang. 2017. "Knowledge Sharing in Online Discussion Threads: What Predicts the Ratings?" Proceedings of the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW). (To appear)