

Lin Li, Ph.D.

(517) 940-1475

lin.li@uci.edu

lilin6.com

Professional Summary

Social science researcher with five years of experience designing, executing, and managing research projects in understanding human needs and behaviors related to technology use. Skilled in using quantitative and qualitative research methods to understand user goals, needs, attitudes, and behaviors. Adept at working in collaborative, interdisciplinary, fast-paced, and high-pressure environments.

Professional Experience

Postdoctoral Researcher

Department of Informatics, University of California Irvine

Oct 2021– Present

Remote from Lansing, MI

- Conducted literature review and developed hypotheses in the areas of aging and technology
- Identified relevant variables and measurements, created questionnaires, interview guide, and IRB applications
- Collected data using interviews, online surveys, and content analyses
- Analyzed quantitative and qualitative data to understand aging and technology
- Met weekly with faculty supervisor and students to update on project progress and identify next steps

Ph.D. Researcher

Department of Media and Information, Michigan State University

Aug 2016 – Sep 2021

East Lansing, MI

- Planned and led dozens of quantitative and qualitative research projects on communication and health technology products using surveys, experiments, and interviews
- Led analysis of 10+ quantitative datasets using multivariate analysis
- Authored internal grant proposals that resulted in over \$30,000 in research funding
- Met regularly with faculty advisor, collaborators, and students to update on project progress and identify next steps
- Presented research findings in 10+ 20-page papers presented in leading journals and conferences with over 30 citations

Graduate Research Assistant

Department of Media and Information, Michigan State University

Aug 2016 – Sep 2021

East Lansing, MI

- Analyzed survey data using descriptive statistics, factor analysis, and logistic regression
- Collected and analyzed interview data to understand older adults' experience with technology
- Met regularly with diverse project team members to update on project progress and coordinate tasks for the next steps
- Provided actionable insights to inform the design of fitness trackers for older adults
- Presented team's findings in four 20-page papers and a one-page poster with over 100 citations

Instructor & Graduate Teaching Assistant
Department of Media and Information, Michigan State University

Aug 2016 – Aug 2021
East Lansing, MI

- Evaluated performance and provided feedback for 12 undergraduate courses in media studies and research methods with 1K+ undergraduate students
- Developed and taught two advanced undergraduate courses in digital technologies with positive evaluations (4.1/5)
- Supervised 30+ undergraduate group research projects using surveys, experiments, interviews, and content analyses methods
- Met regularly with ten faculty supervisors to ensure course delivery
- Held weekly office hours and offered personalized feedback and encouragement to underperforming students

Corporation Communication Intern
Fleishman-Hillard Public Relations

Mar 2013 – Jul 2013
Beijing, China

- Assisted with designing effective communication strategies and messages for clients by working closely with account executives, journalists, and vendors
- Implemented PR campaigns for clients, including Li-Ning, DHL, and Exxon, through regular press releases and events

Skills

Methods: Survey, interview, focus group, experiment (A/B testing), diary study, log analysis, content analysis, ethnography, affinity walls, thematic analysis, statistical analysis, data visualization

Software: Stata, SPSS, Mplus, NVivo, R, Python, Qualtrics

Language: English, Mandarin Chinese

Awards and Honors

Top Paper Award - International Communication Association (2019)

Top Paper Award - Association for Education in Journalism & Mass Communication (2018, '19)

Thomas F. Baldwin Endowed Scholarship - Michigan State University (2017, '19, '20)

Outstanding Thesis Award - Tsinghua University (2016)

Education

Michigan State University – East Lansing, MI
Doctor of Philosophy: Information and Media

Dec 2021

Tsinghua University – Beijing, China
Master of Arts: Journalism and Communication

Jun 2016

Selected Publications and Presentations (2/23)

- **Li, L., & Peng, W.** (2019). Transitioning through social media: International students' SNS use, perceived social support, and acculturative stress. *Computers in Human Behavior* (leading journal in studying the psychology of computers)
- **Li, L., Peng, W., Kononova, A., Bowen, M., & Cotten, S. R.** (2020). Factors associated with older adults' long-term use of wearable activity trackers. *Telemedicine and E-Health* (leading journal in studying telemedicine applications)