# Elizabeth Harris

**Researcher** and award-winning **Social Psychologist Doctorate** with 7 years of experience in leading research, analyzing data, and communicating insights. Thrives in fast-paced, collaborative environments with steep learning curves.

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**Research Methodology:** ➢Online surveys (50+) ➢A/B testing (40+) ➢Interviews (~20) ➢Advanced experience with: Qualtrics, Prolific, Microsoft Office Suite, RStudio and statistics in R (7+ years)

**Data Analytics:** ➢Descriptive statistics ➢Linear and categorical data analysis including multivariate regression ➢Strong multivariate data visualization using R, Tableau, and Google Sheets ➢Longitudinal & nested data analysis (multilevel models)

## RESEARCH EXPERIENCE

### Researcher

**Analysis & Response Toolkit for Trust (ARTT) Guide, Discourse Lab** *(Oct 2023 - Current)*

- Led a National Science Foundation-funded project, developing tools that help public health communicators keep online communities more informed and help them build trust with their audience
- Qualitative Experience: Developed and conducted 20+ qualitative user interviews
- 'Usability testing' and 'needs discovery' interviews
- Identified and synthesized key takeaways from quantitative and qualitative data; created plots and summary documents (Microsoft Suite) and suggested design changes (20+) based on the takeaways (to the tool UI, the tool target audiences, the tool's primary function, etc.)
- Crafted a development plan and product roadmap for a public health communication tool
- Visualized research findings for clear and concise public and professional communication purposes
- Led a series of public health communicators' working groups, building out our recommendations and understanding of the ethical use of AI in their roles
- Wrote a newsletter post and blog posts for the company, communicating my research and tool updates with potential users with varying technological knowledge
- Presented research methods, plots, insights and proposed design changes 10+ times at meetings with members of different departments

### Postdoctoral Research Associate, Cross-appointment with Psychology Department and Science Communication

*Albarracin Lab & Annenberg Center for Advanced Study in Communication, University of Pennsylvania (2022 - 2023)*

- Conceptualized and designed several online experimental surveys (e.g., A/B testing)
- Incorporated feedback and requirements to refine research project goals from cross-departmental colleagues
- Structured multiple large nationally representative datasets
- Analyzed complex data in R using methods such as multivariate regression, multilevel regression modeling, longitudinal analyses, etc.
- Visualized research findings for clear and concise public and academic communication purposes using R
- Identified takeaways of data and suggest interventions based on data
- Wrote and contributed to 2 scientific publications
- Presented research methods, plots, and insights 2 times at meetings with members of different departments

### Doctoral Research Associate and SSHRC Research Fellow, Department of Psychology

*Van Bavel Lab, New York University (2017 - 2022)*

- Conceptualized and designed ~30 online experimental surveys (e.g., A/B testing)
- Incorporated feedback and requirements to refine research project goals from cross-departmental colleagues
- Analyzed complex data in R using methods such as multivariate regression, multilevel regression modeling, longitudinal analyses, etc.
- Visualized research findings for clear and concise public and academic communication purposes using R
- Identified takeaways of data and suggest design changes or interventions based on data
- Oversaw research collaboration across departments and upheld quality standards throughout research cycles
- Developed and presented research key insights and visualizations for different audiences, from field experts to the general public
- Crafted written and verbal reports appropriate for various outlets, from academic journals to social media posts
- Led a team of undergraduate and graduate students to conduct idea-to-implementation research on misinformation
- Wrote and contributed to 25+ scientific publications

- Presented research methods, analyses, plots and insights ~5 times at large conferences and 10+ times meetings with members of different departments and universities

### Research Assistant / Lab Manager, Department of Psychology
*Western University (Olsen Lab, Cohen Lab, and Gawronski Lab; 2014-2017), University of Toronto (Cunningham Lab; 2017), St. Andrews University (Dritschel Lab; 2015)*

- Conceptualized and designed multiple experimental surveys
- Surveyed and reviewed the relevant academic literature thoroughly and efficiently
- Analyzed qualitative and quantitative survey data and visualized results using R
- Communicated with and conducted research with participants in the lab; organized studies and RAs as lab manager

## EDUCATION

**Social Psychology Ph.D.**          **New York University**, 2017 – 2022
**Psychology BSc.**          **Western University**, 2012-2017