

Janet J. Rha

RÉSUMÉ

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Research Scientist

Research scientist with extensive experience in the behavioral, social, and consumer sciences. Outstanding communicator and collaborator initiating, managing and completing multiple research projects. Strengths in survey and experimental research methods and design, statistics, quantitative and qualitative data analysis, and written/ visual/ oral communications.

Research, Communication, and Business Skills

- **Research Design & Execution** (9 years): Survey & Experimental methods using MediaLab, Qualtrics, Sawtooth, Mechanical Turk, Survey Monkey, and SurveyGizmo.
- **Data Collection** (9 years): Collected interview, archival, survey, and experimental data. Synthesized to provide a multidimensional understanding of psychological processes that underlie people's thoughts, feelings, and behaviors.
- **Statistics** (9 years): T-tests, Correlational Analysis, Linear Regression, Logistic Regression, ANOVA, ANCOVA, Statistical Mediation, Factor Analysis, Structural Equation Modeling, and Nonparametric Tests.
- **Data Analysis** (9 years): SPSS, SAS, R, LIWC, MarketSight, and Excel
- **Data Presentation & Writing** (9 years): Microsoft PowerPoint & Word, Prezi, and Tableau
- **Supervision & Management** (7 years): Project lead and mentor junior-level analysts and new hires at Hanover Research. Recruited, interviewed, trained, and advised undergraduate research assistants in data collection, data analysis, and writing.
- **Public Speaking** (6 years): Lectured university-level classes for four years. Gave multiple talks at the Ohio State University, international conferences, and Hanover Research company meetings.
- **Languages**: English (Fluent), Korean (Fluent), Japanese (Full professional proficiency)
- **Leadership Experience**: Treasurer of OSU Social Behavior Interest Group and OSU Social Cognition Research Group, Executive Board Member and Webmaster of OSU Japanese Student Organization, and Executive Board Member and Events Coordinator of NYU Japan International.

Education

THE OHIO STATE UNIVERSITY – COLUMBUS, OH May, 2015

Ph.D., Psychology. Major area: Social Psychology. Minor area: Quantitative Psychology.

- Awarded The Ohio State University's University Fellowship, College of Social and Behavioral Science Fellowship, Mershon Center for International Security Studies Student Research Grant, Edward J. Ray Travel Award for Scholarship and Service, and four graduate student travel awards.

THE OHIO STATE UNIVERSITY – COLUMBUS, OH June, 2011

M.A., Psychology. Major area: Social Psychology.

New York University – New York, NY May, 2009

B.A., Psychology.

Research and Professional Experience**Content Analyst – Survey Design and Analysis – Hanover Research, Arlington, VA 2015-present**

Design surveys and analyze data for various B2B and B2C clients as a senior level analyst.

- Provide client-ready reports with actionable insights by analyzing and synthesizing quantitative and qualitative data from surveys. Lead to a better understanding of brand image, customer characteristics and preferences, and public opinion on policies.

Research Consultant – The Strategy Team, Columbus, OH 2014-2015

Consulted on lines of research for an applied research firm assisting in delivering public opinion, market, and consumer insight to clients.

- Provided data management and consumer insights by coding and analyzing data from in-depth interviews and working with other researchers to resolve data inconsistencies.

Graduate Instructor – Ohio State University, Columbus, OH 2011-2015

Independently taught Introduction to Social Psychology, a writing-intensive course, to Ohio State undergraduates for eight academic terms.

- Planned and created class curriculum and constructed and graded oral presentations, written assignments and exams.
- Nominated for Graduate Associate Teaching Award two years in a row.

Graduate Research Fellow – Ohio State University, Columbus, OH 2009-2015

Independently conducted and collaborated on several lines of research related to perspective-taking, intergroup relations, group processes, motivation, imagination and food consumption.

- Resulted in two theses and six international conference presentations.

Graduate Teaching Assistant – Ohio State University, Columbus, OH 2010-2014

Assisted teaching Experimental Social Psychology, a research intensive course aimed at advanced students, Introduction to Social Psychology, and The Self for five academic terms.

- Created lecture materials, led class discussions, and graded papers and exams.

Research Assistant – New York University, New York, NY 2007-2009

Led experiments collecting, compiling, coding, and managing data from undergraduate participants for the Psychology Department's research on person perception and social distance.

- Resulted in collaboration with social cognitive and behavioral researchers.

Intern – United Nations Educational, Scientific and Cultural Organization (UNESCO), Bangkok, Thailand 2008

Worked at the Information and Communication Technology (ICT) in Education team in the Asia-Pacific Programme of Educational Innovation for Development (APEID) unit.

- Conducted background research on educational infrastructure in Asia-Pacific, helped writing a final report and needs analysis of the Next Generation of Teacher project, wrote articles for bi-weekly newsletters, and assisted in organizing an international conference.

Research Assistant – Aoyama Gakuin University, Tokyo, Japan 2008

Worked on a project about podcasts' effects on Japanese students' attitude change, self-efficacy and English listening.

- Developed English and Japanese versions of scales assessing attitudes and self-efficacy.