Rinseo Park

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EDUCATION

Stanford University   Stanford, CA

Ph.D. in Communication (Advisor: Prof. Nilam Ram)   2022 - Present

Research Topic: "Statistical modeling of cognitive dynamics during **multitasking** and **task switching** in a digital media environment"

Yonsei University   Seoul, South Korea

M.A. in Statistics and Data Science   2022

Thesis: "A measurement error approach for satellite-based air quality modeling"

B.A. in Communication & Applied Statistics (*summa cum laude*)   2020

RESEARCH EXPERIENCE

The Change Lab at Stanford University   Stanford, CA

Research Assistant   Sep 2022 - Present

Adapted statistical techniques used in neuroscience to discover the underlying 7 motivations (e.g., social, pastime) that drive media task switching in the *Human Screenome Project* ↖.

Department of Psychology, Humboldt University of Berlin   Berlin, Germany

Visiting Researcher   Jul 2024 - Sep 2024

Contributed expertise in how longitudinal causal inference methods (i.e., synthetic control methods) can be used to navigate the right timing to communicate psychological support.

National Institute of Environmental Research   Incheon, South Korea

Research Assistant   Apr 2020 - Dec 2021

Developed inverse distance weighting algorithms to model air quality data from satellite remote sensors GOCI-II/GEMS ↖ and conducted simulation studies using kriging methods.

NAVER Corporation   Seoul, South Korea

Research Intern   Apr 2020 - Aug 2020

Proposed a novel approach using polar coordinates for visualizing/tracking the evolution of buzzwords on NAVER, the most used search engine in South Korea.

RESEARCH HIGHLIGHTS

Media Selection and Switching on Smartphones

  Park, R., Chang, Y.-J., Reeves, B., & Ram, N. *Neural Screenomics: Reconceptualizing time in media selection and switching on smartphones.* Submitted to the *Journal of Communication*.

  Park, R., Naefgen, C., Gaschler, R., & Ram, N. *Person-specific dynamics manifest in single- and dual-tasking practice gains*. Presented at the Psychonomic Society 65th Annual Meeting, New York City, NY, November 21-24, 2024.

Multimodal Behavioral Cues in Virtual Reality

  Ratan, R., Lin, Q., Lim, C., Lover, A., Han, E., Jang, D., **Park, R.,** Leith, A. P., & Bailenson, J. *Virtual reality duration in an online class: Longitudinal associations with social presence, meeting fatigue, perceived course gains.* R&R at *Computers & Education.*

  Park, R., Miller, M. R., Han, E., DeVeaux, C., Bailenson, J., & Ram, N. *Tie formation and persistence in virtual reality: A scalable framework for studying longitudinal social dynamics of small groups.* Ready to submit to *Communication Methods and Measures*.

Modeling Multi-Faceted Change across Life Span

Park, R., Gerstorf, D., Drewelies, J., Demuth, I., Eibich, P., Steinhagen-Thiessen, E., Smith, J., Hoppmann, C., & Ram, N. *Tracking divergence of health across time: A unified approach to modeling multidimensional change.* Ready to submit to *Advances in Methods and Practices in Psychological Science.*

Park, R., Shore, K., & Ram, N. *Using synthetic controls for panel data: Pooling and stacked approaches to estimating effects of multiple life events.* Manuscript in preparation.

HONORS AND AWARDS

2022 - 2027	Doctoral Study Abroad Fellowship, Korea Foundation for Advanced Studies ($400,000 including tuition, health insurance, yearly living expenses $20,000)
2024 - 2025	Colloquium Committee, Dept. of Communication, Stanford University
2024	Graduate Research and Internship Program in Germany, The Europe Center, Stanford University ($8,500)
2021	Best Thesis Award, Dept. of Statistics and Data Science, Yonsei University
2020 - 2021	Brain Korea 21, National Research Foundation of Korea ($10,000)
2020 - 2021	Bachelor's-Master's Bridge Program Scholarship, Yonsei University ($10,000)
2020	Graduated with Highest Honors, College of Social Science, Yonsei University

PUBLICATIONS

Academic Books

Baek, Y. M. & **Park, R.** (2022). *Complex survey data analysis using R[†]*. Hannarae.

Baek, Y. M. & **Park, R.** (2021). *Missing data analysis using R: Maximum likelihood and Multiple imputation[‡]*. Hannarae.

Baek, Y. M. & **Park, R.** (2021). *Propensity score analysis using R: Causal inference based on the Rubin's causal model.* Hannarae.

[†] 2022 Outstanding Academic Book Award, National Academy of Sciences, South Korea

[‡] 2022 Sejong Outstanding Scholarly Book Award, Korea Publication Industry Promotion Agency, Ministry of Culture, Sports, and Tourism, South Korea

Peer-Reviewed Journal Articles

Wettstein, M., **Park, R.,** Kornadt, A. E., Wurm, S., Ram, N., & Gerstorf, D. (2024). Postponing old age: Evidence for historical change toward a later perceived onset of old age. *Psychology and Aging.* https://doi.org/10.1037/pag0000812

Park, R. & Baek, Y. M. (2021). Evaluating the effectiveness of parental mediation on children's media use: Propensity score matching with complex survey data. *Korean Journal of Journalism & Communication Studies, 65*(6), 5-46.

Park, R. & Baek, Y. M. (2021). Talking alternatively what would happen versus talking straightly what happened: Tracking Congressional speech during the COVID-19 pandemic. *Journal of Social and Political Psychology, 9*(2), 608-622.

Park, R. & Baek, Y. M. (2021). Trends in survey response rates during election periods in South Korea: Two-phases of survey response model and survey modes. *Journal of Communication Research, 58*(3), 5-45.

PROGRAMMING AND STATISTICAL SKILLS

Programming Languages: R (tidyverse), Python (PyTorch), SAS, NetLogo

Statistical Methods: Longitudinal data analysis, causal inference, multivariate analysis, spatiotemporal analysis, complex survey analysis, missing data analysis, structural equation modeling, agent-based modeling, data visualization