

Jihyun Cha

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SKILLS

- **MATLAB & Python** for programming experiments (stimuli presentation/display & response collection) for human subject testing.
- **R** (packages: tidyverse, lme4, ggplot2, sjPlot, quanteda, tm, etc.), **Python** (packages: pandas, matplotlib, numpy, psychopy, seaborn, etc), **SPSS, STATISTICA, JASP** for statistical analysis & data visualization.
- **MATLAB's SPM** (statistical parametric mapping) toolbox and Unix-based packages such as **AFNI** (Analysis of Functional Neuro Images) and **FSL** (fMRI Software Library) for brain imaging (functional MRI) data analysis.

EDUCATION

B.A., Psychology, Yonsei University, February 2008

M.A., Psychology, Cognition Lab, Yonsei University, February 2011

M.A., Psychological & Brain Sciences, Memory and Decision-making Lab, Washington University in St. Louis, April 2015

Ph.D., Psychological & Brain Sciences, Memory and Decision-making Lab, Washington University in St. Louis, August 2019

HONORS

McDonnell International Scholar, 2012 – 2017

American Psychological Association Dissertation Research Award, 2019

AREA OF RESEARCH

- Studied human decision-making process underlying memory judgment and tested descriptive and computational models for memory signal distribution through simulation and empirical evidence.
- Examined effect of external factors (e.g., probabilistic & social hints from others) influencing memory-decision (judging whether s/he has encountered presented item or not).
- Examined effect of internal factors (e.g., item properties such as lexical and semantic features of words) and their contribution to brain activation during memory encoding.

NON-ACADEMIC WORK EXPERIENCE

Internship – Samsung Electronics, South Korea, 2007

- Conducted a client satisfaction survey and in-depth interviews to provided suggestions for better business partnership for the branch.

Exhibition Organizer – Korea International Exhibition Center, South Korea, 2008

- Assisted 2 and hosted 3 exhibitions (both customer- and business-oriented shows).
- Involved in budgeting and balancing, designing marketing materials and websites, sales and recruitment, and supervising subcontractors and vendors.

Researcher – Project commissioned from SK telecom, South Korea, 2009

- Suggested better UX design for the mobile invoice.
- Tested customer preference (willingness to read) for each invoice design and conducted experiments demonstrating better customer comprehension (for the plan detail and usage breakdown) after the revision.

Researcher – Project commissioned from Korea Tobacco & Ginseng Corporation, 2010

- Tested reproducibility of prior study that argued presence of implicit influence of tobacco advertisement.
- Provided court case evidence against the prior study.

COMPLETED GRADUATE QUANT COURSES

- Quantitative Methods
- Applied Statistical Analysis with R
- Statistics and Data Analysis in MATLAB
- Applied Multivariate Analysis
- Research Designs and Methods

PROFESSIONAL DEVELOPMENT

- Bayesian Statistics using MCMC (Markov Chain Monte Carlo) method seminar 2015
- EyeLink eye tracker training session 2016
- Center for Open Science Workshop 2016
- AFNI Bootcamp 2017
- JASP statistical analysis Workshop 2017
- Meta-analysis Workshop 2019