


Aditi Paul, Ph.D.

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 [Linkedin Profile](#)

SUMMARY

Mixed-methods researcher with a dual background in computer science and communication studies. Extensive experience in evaluating motivations, attitudes, and behaviors of communication technology users. Effective communicator with experience in presenting research to popular press, academics, and industry professionals.

PROFESSIONAL EXPERIENCE

LEAD RESEARCHER, PACE UNIVERSITY

2015-PRESENT

- Conceptualized and executed seven research projects resulting in 9 publications, 22 media interviews, 11 international and 4 domestic conference presentations, and acquisition of \$14,463 in funds.
- Designed and distributed online surveys to identify personas of 318 American college students who use dating apps for sexual gratification. Also, utilized survey design on a sample of 825 Singaporean users to verify the impact of user experience on attitude toward online dating algorithms.
- Collaborated with researchers in Europe and Asia to analyze advertisements used by 1,003 online dating websites across 51 countries. Suggested ethical and strategic advertising strategies to online dating stakeholders drawing on study's findings.
- Translated research findings into full-length and short written reports published in high-impact journals, as well as oral presentations and lunchtime talks presented at corporate and educational institutions including TEDx and IBM.

BOOK AUTHOR, ROWMAN & LITTLEFIELD

2020-2021

- Conducted and synthesized research on college students' sexual attitudes and behaviors. Based on insights, proposed hypotheses, and executed a nationally representative survey to verify hypotheses.
- Results demonstrated that dating apps have transformed the norms of college hookup culture and shifted gender-dynamics. Book endorsed by 20 practitioners, researchers, and scholars.

QUANTITATIVE RESEARCHER, MICHIGAN STATE UNIVERSITY

2011-2015

- Executed a longitudinal secondary analysis of 4,002-participant responses comparing online versus offline romantic relationships. Research generated 75 citations and was covered by [89 national and international media](#) including NBC News, Newsweek, Business Insider, CNET, and The Washington Post.
- Utilized experimental testing and conversation analysis to demonstrate the positive and negative impact of Facebook profiles on personal relationships. Results used to guide human-centered design of wearable technologies by Nordic research scientists.

LEADERSHIP EXPERIENCE

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2021-PRESENT

- Worked cross-functionally to streamline and structure the volunteer program for high-school students to hone their technical skills required for STEM careers.

RESEARCH REVIEWER, ACADEMIC MENTOR, ADMINISTRATOR

2014-PRESENT

- Reviewed research grants for National Science Foundation, and 5 international academic journals.
 - Mentored 8 NCAA student athletes to ensure their academic progress.
 - Supervised 79 students on fellowships, college press, and internships.
 - Conducted iterative departmental assessments to satisfy Pace University's accreditation requirements.
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RELATED WORK EXPERIENCE

COURSE INSTRUCTION & CURRICULUM DEVELOPMENT, PACE UNIVERSITY 2015-PRESENT

- Developed 2 senior level courses: research methodologies, technology and human communication.
- Redesigned 5 additional courses and taught them in-person, online, and hybrid formats.
- Utilized innovative teaching practices resulting in outstanding teaching evaluations (M = 4.1-5.0/5.0), 1 peer-reviewed journal publication, and 3 conference presentations.

AWARDS, HONORS, & GRANTS

2016-PRESENT

- Best Paper, International Communication Management Conference, 2021 and 2022
- Association of National Advertisers Fellow, 2019
- Scholar-in-Residence Fellow, New York University, 2019
- Wikipedia Fellow, 2018
- Summer Research Grant, Pace University, 2021
- Faculty Development Grant, Pace University, 2016-2020

INVITED TALKS

2017-PRESENT

- Van Lang University – Impact of technology on personal relationships, 2022.
- Tata Institute of Social Sciences, India – Web 2.0 technologies and parent-family relationships in rural and diasporic Indian families, 2021.
- University of Missouri and The College of New Jersey – Dating apps, hookup culture, and college, 2022.
- IBM, [Online Dating – Motivations, Advertisements, and Culture](#), 2019
- TEDxBrooklyn – [Being an effective female teacher of color: Breaking the biases](#), 2017.

EDUCATION

PhD in Communication, Michigan State University 2011-2015

MS in Computer Science, St. Xaviers College 2008-2010

CERTIFICATIONS

- INTERACTION DESIGN FOUNDATION 2021
 - User Research: Methods & Best Practices
 - Data-Driven Design: Quantitative Research for UX
 - The Practical Guide to Usability
- CITI Certification in Ethics for Human Research – Social and Behavioral Researchers and Staff 2018

TECHNICAL SKILLS

- **QUANTITATIVE METHODS:** Experimental design, survey instrument design, content analysis, advanced inferential statistical analysis.
 - **QUALITATIVE METHODS:** Interview techniques, thematic analysis, diary studies, usability testing.
 - **SOFTWARE:** SPSS, STATA, QUALTRICS
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