

## VIVIAN P. TA

### Curriculum Vitae

Lake Forest College  
Department of Psychology  
555 North Sheridan Road  
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Lake Forest, IL 60045  
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### PROFESSIONAL POSITIONS

- 2018 – present      Assistant Professor of Psychology, Department of Psychology, Lake Forest College, Lake Forest, IL
- 2020 – present      Chief Data Scientist, Polis Solutions, Inc.

### EDUCATION

- Ph.D.      Experimental Psychology, University of Texas at Arlington, 2018  
Dissertation: *Opposing Attitudes in Controversial Discussions: Latent Semantic Similarity and Individual Differences in Computer-Mediated Interactions*
- M.S.      Experimental Psychology, University of Texas at Arlington, 2016
- B.A.      Psychology, University of Texas at Arlington, 2012, *Summa Cum Laude*

### FELLOWSHIPS & GRANTS

- 2020      Multi-Modal Analysis of Body Worn Camera Recordings: Evaluating Novel Methods for Measuring Police Implementation of Procedural Justice, National Institute of Justice (Natural Language Processing Researcher), \$836,000
- 2020      Refining Natural Language Processing Capabilities of Patrol Expert to Support the Adaptive Defensive and Protective Tactics (ADAPT) Program (Natural Language Processing Researcher), Polis Solutions, Bureau of Justice Assistance, U.S. Department of Justice, \$25,000
- 2020      Community Catalyst Grant (PI), Society for Personality and Social Psychology, \$800
- 2019      Assessment of Cognitive Performance-Based Training to Improve Police Decision-Making (Natural Language Processing Researcher), National Institute of Justice, \$15,000
- 2019      Community Catalyst Grant (co-PI), Society for Personality and Social Psychology, \$1,425
- 2018-present      Mellon Faculty Fellow, Associated Colleges of the Midwest

|           |                                                                                                                   |
|-----------|-------------------------------------------------------------------------------------------------------------------|
| 2018      | Heritage Dissertation Award, Foundation for Personality and Social Psychology, \$1,000                            |
| 2017      | Dissertation Research Award, American Psychological Association, \$1,000                                          |
| 2016      | Research Grant, University of Texas at Arlington, \$500                                                           |
| 2015-2017 | LSAMP Bridge to the Doctorate Fellowship, National Science Foundation, University of Texas at Arlington, \$60,000 |
| 2015      | STEM Fellowship, University of Texas at Arlington, \$12,000                                                       |
| 2014      | STEM Fellowship, University of Texas at Arlington, \$12,000                                                       |

## AWARDS AND HONORS

|      |                                                                                                                        |
|------|------------------------------------------------------------------------------------------------------------------------|
| 2017 | Janice M. Epp Award, Society for the Scientific Study of Sexuality                                                     |
| 2017 | Poster award, Graduate Competition Poster Showcase, Southwestern Psychological Association Conference, San Antonio, TX |
| 2016 | First Place, Graduate Research Competition, Southwestern Psychological Association Conference, Dallas, TX              |
| 2015 | Selected to attend Summer Institute in Social Psychology and Personality, Northeastern University                      |
| 2015 | Outstanding Poster Award (co-investigator), Society for Personality and Social Psychology                              |
| 2014 | Diversity Fund Graduate Award, Society for Personality and Social Psychology                                           |

## PUBLICATIONS (\*undergraduate student)

**Ta, V.P.**, Lande, B., & Suss, J. (2021). Emotional reactivity and police expertise in use-of-force decision-making. *Journal of Police and Criminal Psychology*, <https://doi.org/10.1007/s11896-020-09428-5>

Tajmirriyahi, M., **Ta, V.P.**, & Ickes, W. (2020). Measuring egocentrism as a trait-like personality attribute: The development and validation of the egocentrism scale. *Psychological Studies*, 65, 481.488

Bierstetel, S., Farrell, A., Briskin, J., Harvey, M., Gable, S., Ha, T., Ickes, W., Lin, W., Orina, M., Saxbe, D., Simpson, J., **Ta, V.P.**, & Slatcher, R. (2020) Associations between language style matching and relationship commitment and satisfaction: An integrative data analysis. Published online first at *Journal of Social and Personal Relationships*. <https://doi.org/10.1177/0265407520923754>

**Ta, V.P.**, \*Griffith, C., \*Boatfield, C., \*Wang, X., \*Civitello, M., \*Bader, H., \*DeCero, E., & \*Loggarakis, A. (2020). User experiences of social support from companion chatbots in everyday contexts: Thematic analysis. *Journal of Medical Internet Research*, 22(3):e16235.

**Ta, V.P.**, & Ickes, W. (2020). Latent semantic similarity in initial computer-mediated

- interactions: Moderating effects of time, extraversion, and gender composition. *International Journal of Interactive Communication Systems and Technologies*, 10(1), 51-71.
- Gesselman, A., Ta, **V.P.**, & Garcia, J.R. (2019). Worth a thousand interpersonal words: Emoji as affective signals for relationship-oriented digital communication. *PLoS One*, 14(8), e0221297.
- Bayram, A.B., & **Ta, V.P.** (2019). Measuring common knowledge: Latent semantic analysis, linguistic synchrony, and common knowledge in international relations. *International Relations*, 34(2), 180-203.
- Bayram, A.B., & **Ta, V.P.** (2018). Diplomatic chameleons: Language style matching and agreement in international diplomatic negotiations. *Negotiation and Conflict Management Research*, 12(1), 23-40.
- Russell, E.M., Ickes, W., & Ta, **V.P.** (2018). Women interaction more comfortably and intimately with gay men—but not straight men—after learning their sexual orientation. *Psychological Science*, 29(2), 288-303.
- Ta, V.P.** (2017). A meta-analytic review of gender-role dimensions and relationship satisfaction. *Journal of Relationships Research*, 8(e18), 1-14.
- Ta, V.P.**, Babcock, M.J., & Ickes, W. (2017). Developing latent semantic similarity in initial unstructured interactions: The words may be all you need. *Journal of Language and Social Psychology*, 35(3), 1-24.
- Lewis, D.M.G., Russell, E.M., Al-Shawaf, L., **Ta, V.P.**, Senveli, Z., Ickes, W., & Buss, D. M. (2017). Why women wear high heels: Evolution, lumbar curvature, and attractiveness. *Frontiers in Psychology*, 8, 1875. <http://doi.org/10.3389/fpsyg.2017.01875>
- Ta, V.P.**, Gesselman, A.N., Perry, B., Fisher, H., & Garcia, J. (2017). Stress of singlehood: Marital status, domain-specific stress, and anxiety in a national U.S. sample. *Journal of Social and Clinical Psychology*, 36(6), 461-485.
- Ta, V.**, & Ickes, W. (2017). Measuring empathic accuracy: Standard stimulus paradigm. In D.L. Worthington & G.D. Bodie (Eds.), *The sourcebook of listening research: Methodology And measurement*. Oxford, UK: Wiley-Blackwell.
- Ta, V.**, & Ickes, W. (2017). Measuring empathic accuracy: The unstructured dyadic interaction paradigm. In D.L. Worthington & G.D. Bodie (Eds.), *The sourcebook of listening research: Methodology and measurement*. Oxford, UK: Wiley-Blackwell.
- Ta, V.**, & Ickes, W. (2017). Empathic accuracy. In H. Maibom (Ed.), *Routledge Handbook of Philosophy of Empathy*, (pp. 353-363), New York: Routledge.

Russell, E., Babcock, M., Lewis, D., **Ta, V.**, & Ickes, W. (2016). Why attractive women want gay male friends: A novel strategy to prevent competitive deception and sexual exploitation. *Personality and Individual Differences*, 120(1), 283-287.

Russell, E., **Ta, V.**, Lewis, D.M.G., Babcock, M., & Ickes, W. (2015). Why (and when) straight women trust gay men: Ulterior mating motives and female competition. *Archives of Sexual Behavior*, 46(3), 763-773.

Babcock, M. J., **Ta, V.P.**, & Ickes, W. (2014). Latent semantic similarity and language style matching in initial dyadic interactions. *Journal of Language and Social Psychology*, 33(1), 78-88.

#### **Under Review** (\*undergraduate student)

**Ta, V.P.**, \*Carrico, L., & Bousquet, A. A tutorial on binomial classification using machine learning. *Under review at the Journal of Educational and Behavioral Statistics*.

**Ta, V.P.**, Keels, E., & Bayram, A.B. How women promote peace: Sex composition, duration, and frames in conflict resolution. *Under review at International Interactions*.

#### **Selected Manuscripts in Preparation** (\*undergraduate student)

\*Tseitlin, B., & **Ta, V.P.** Why Do I Still Hate Thee? Misperceptions of Opposing Political Attitudes. *Writing stage*.

**Ta, V.P.**, Lande, B., & Suss, J. Police expertise and cognitive load on use-of-force decision making. *Writing stage*.

**Ta, V.P.**, Boyd, R.L., Seraj, S., \*Keller, A.E., \*Griffith, C., \*Loggarakis, A., & \*Medema, L. The language of persuasion: Investigating the linguistic predictors of attitude change. *Writing stage*.

Aldousari, S., Tajmirriyahi, M., Doerfler, S.M., **Ta, V.P.**, & Ickes, W. Geographical distance and latent semantic similarity in initial computer interactions. *Writing Stage; To be submitted to the Journal of International and Intercultural Communication*.

#### **INVITED TALKS**

Emotional Reactivity and Police Expertise in Use-of-Force Decision-Making. (2021). SRI International, April 2.

Universes of Discourse in Political Discussions Among Political Adversaries. (2019). Psychology of Language Pre-Conference, Society for Personality and Social Psychology

Convention, Portland, OR, February 7.

Language and Civil Discourse in Online Interactions. (2018). Facebook Headquarters, Menlo Park, CA, March 14.

The Role and Development of Latent Semantic Similarity in Interpersonal Interactions. (2018). Psychology of Language Pre-Conference, Society for Personality and Social Psychology Convention, Atlanta, GA, March 1.

It's What You Say, Not How You Say It: Communication in the 21<sup>st</sup> Century. (2016). TEDxUTA, University of Texas at Arlington, April 1.

### **PRESENTATIONS** (\*undergraduate student)

\*Tseitlin, B., & **Ta, V.P.** (2021). The Sandwich Generation Experience: Stress and Perfectionism. 24th Annual Steven Galovich Memorial Student Symposium, Lake Forest College, Lake Forest, IL, April 10.

\*Tseitlin, B., & **Ta, V.P.** (2019). Why Do I Still Hate Thee? Misperceptions of Opposing Political Attitudes. Richter Symposium, Richter Scholar Program, Lake Forest College, Lake Forest, IL, June 7.

**Ta, V.P.** (2018). Exploring the Effects of Artificial Intelligence Chatbots on Social Psychological Processes. Faculty Discussion Group, Lake Forest College, September 25.

**Ta, V.P.**, Garcia, J.R., Merriwether, A.M., Massey, S.G., Gesselman, A.N., & Seibold- Simpson. (2017). Effects of Sexual Experience and Gender on Conceptualizations of Ideal Partner Types: A Linguistic Analysis. Society for the Scientific Study of Sexuality, Atlanta, GA, November 9-12.

**Ta, V.** Introduction to Social Network Analysis. (2016). Texas Social Media Research Institute, Tarleton State University, Fort Worth, TX, November 4.

**Ta, V.** & Ickes, W. (2016). Latent Semantic Similarity in Initial Computer-Mediated Interactions. Southwestern Psychological Association Convention, Dallas, TX, April 8-10.

**Ta, V.** & Bozer, A. (2015). Incorporating Social Media into Research. Texas Social Media Research Institute, Tarleton State University, Fort Worth, TX, November 6.

### **POSTERS** (\*undergraduate student)

\*Boatfield, C., & **Ta, V.P.** (2021). Exploring the Effect of Emotional Chatbots on

- Sociopsychological Processes. (2021). Midwestern Psychological Association Meeting, Virtual, April 22-24.
- \*Wang, X., \*Kauth, K., \*Boatfield, C., \*Bethea, R., \*DeCero, E., & **Ta, V.P.** (2021). What Does It Mean If We Are Dating? Midwestern Psychological Association Meeting, Virtual, April 22-24.
- \*Loggarakis, A., \*Griffith, C., \*Keller, A., & **Ta, V.P.** (2020). Watch Your Language: Investigating the Linguistic Markers of Persuasion and Attitude Change. Accepted for presentation at the 2020 Midwestern Psychological Association Meeting, Chicago, IL, April 23-25 (event cancelled due to COVID-19 pandemic).
- \*Kauth, K., Wang, X., Boatfield, C., Bethea, R., DeCero, E., & **Ta, V.P.** (2020). What Does Dating Mean? Investigating Modern Lay Definitions of Dating. Accepted for presentation at the 23<sup>rd</sup> Annual Steven Galovich Memorial Student Symposium, Lake Forest College, Lake Forest, IL, April 7 (event cancelled due to COVID-19 pandemic).
- \*Griffith, C., \*Keller, A., \*Loggarakis, A., & **Ta, V.P.** (2020). Watch Your Language: Investigating the Linguistic Markers of Persuasion and Attitude Change. Society for Personality and Social Psychology Convention, New Orleans, LA, February 27-29.
- \*DeCero, E., \*Griffith, C., \*Loggarakis, A., & **Ta, V.P.** (2020). New Year's Resolutions: The Difference of Goal Setting Between Males and Females. Society for Personality and Social Psychology Convention, New Orleans, LA, February 27-29.
- \*Tseitlin, B., & **Ta, V.P.** (2019). Why Do I Still Hate Thee? Misperceptions of Opposing Political Attitudes. Robert B. Glassman Memorial Brain, Mind, and Behavior Symposium, Lake Forest College, Lake Forest, IL, November 7.
- \*Keller, A., \*Bader, H., & **Ta, V.P.** (2019). Watch Your Language: Investigating the Linguistic Markers of Persuasion and Attitude Change. 22nd Annual Steven Galovich Memorial Student Symposium, Lake Forest College, Lake Forest, IL, April 9.
- \*Civitello, M., & **Ta, V.P.** (2019). Exploring the Effect of Emotional Chatbots on Sociopsychological Processes. 22nd Annual Steven Galovich Memorial Student Symposium, Lake Forest College, Lake Forest, IL, April 9.
- Ta, V.P.** & Ickes, W. (2017). Measuring Latent Semantic Similarity in Initial Computer Mediated Interactions. Society for Personality and Social Psychology Convention, San Antonio, TX, January 19-21.
- Ta, V.P.**, Garcia, J.R., Massey, S., Merriwether, A., Seibold-Simpson, S. (2016). Predicting Attitudes Towards Women Using Ideal Hook-Up Descriptions: A Linguistic Analysis. Society for the Scientific Study of Sexuality Conference, Phoenix, AZ, November 17-20.
- Ta, V.P.** & Ickes, W. (2016). Latent Semantic Similarity in Initial Computer-Mediated

Interactions. Association for Psychological Science Convention, Chicago, IL, May 26-29.

**Ta, V.P. & Ickes, W. (2016).** Latent Semantic Similarity in Initial Computer-Mediated Interactions. Society for Personality and Social Psychology Convention, San Diego, CA, January 28-30.

**Ta, V. (2015).** The Role of Narcissism in Student Subject Pools. Association of Psychological Science Convention, New York City, NY, May 21-24.

**Ta, V. (2015).** The Words May Be All You Need: Latent Semantic Similarity in Initial Dyadic Interactions. Society for Personality and Social Psychology Convention, Long Beach, CA, February 26-28.

**Ta, V. (2014).** Examining the Effect of Latent Semantic Similarity in Unstructured Initial Dyadic Interactions. Society for Personality and Social Psychology Convention, Austin, Texas, February 13-15.

**Ta, V. & Babcock, M. (2013).** Latent Semantic Similarity and Language Style Matching in Initial Dyadic Interactions. Southwestern Psychological Association Convention, Fort Worth, Texas, April 5-7.

## RESEARCH EXPERIENCE

|              |                                                                                                                                       |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 2018-present | Technology, Relationships, and Language Lab (Director), Department of Psychology, Lake Forest College, Lake Forest, IL, USA           |
| 2013-2018    | Social Interaction Laboratory, Department of Psychology, University of Texas at Arlington, Arlington, TX, USA, PI: William Ickes, PhD |
| 2015         | Visiting graduate student, The Kinsey Institute, Indiana University, Bloomington, IN, USA                                             |
| 2015         | User Experience Intern, Sooth (mobile application for giving and soliciting advice)                                                   |
| 2014         | Market Research Intern, Strategy and Analytics, Match.com, Dallas, TX, USA                                                            |

## Methods/Modeling Experience

|                             |                      |
|-----------------------------|----------------------|
| Natural Language Processing | R, SAS, SPSS, Python |
| Machine Learning            | Multilevel Modeling  |
| Latent Semantic Analysis    | Dyadic Data Analysis |
| Semantic Thematic Analysis  | LASSO Regression     |
| Word Embeddings             | Meta-Analysis        |

Web Scraping  
Language Style Matching  
Language Inquiry and Word Count  
Topic Modeling (Latent Dirichlet Allocation)  
Sentiment Analysis  
Document Classification

Factor Analysis, PCA  
Behavioral Coding  
LaTeX  
Microsoft Azure  
Big Data Analysis

## TEACHING EXPERIENCE

### Lake Forest College, Sole Instructor

Research Methods and Statistics I (Fall 2018, 2019, 2020; Spring 2020)  
Research Methods and Statistics II (Spring 2019, 2020, 2021)  
Psychology of Language (senior seminar; Fall 2019; Spring 2021)

### University of Texas at Arlington, Sole Instructor

Social Psychology (Summer 2015, Summer 2017)  
Social and Personality Development (Spring 2018)

### University of California, Santa Cruz, Sole Instructor

Foundations of Psychology (Summer 2016, Johns Hopkins Center for Talented Youth)

### Courses Prepared to Teach

Introduction to Psychology  
Social Psychology  
Research Design and Statistics  
Psychology of Language

Social and Personality Development  
Multivariate Statistics  
Text as Data  
Natural Language Processing for Social Scientists

## PROFESSIONAL SERVICE

### Peer Review

Editorial Board (Review Editor), *Frontiers in Psychology: Personality and Social Psychology*,  
March 2020-present

Ad-hoc Reviewer, *Proceedings of the National Academy of Sciences*, *Computers in Human Behavior*, *Computers in Industry*, *Behavior Research Methods*, *Emotion*, *Interpersona: An International Journal on Personal Relationships*, *Journal on Semantic Web and Information Systems*, *Journal of Medical Internet Research*, *Journal of Social Media in Society*

### To Profession

Co-Founder, Southeast Asian Social and Personality Psychologists (SEASAPP)  
Co-Editor, SPSPotlight, Society for Personality and Social Psychology, 2016-2017  
Graduate Mentor, Association of Psychological Sciences, 2014

## **To Institution**

Human Subjects Review Committee, Lake Forest College, 2019-present  
Pre-Health Advisory Committee, Lake Forest College, 2019-present  
Psi Chi, Lake Forest College Chapter, Faculty Advisor, 2020-present  
President, Graduate Student Senate, University of Texas at Arlington, 2015-2016  
Student Advisory Council, University of Texas System, 2016

## **Senior Thesis Committees**

Leonardo Carrico (2019-2020), Lake Forest College (member)  
Maria Civitello (2019-2020), Lake Forest College (chair)  
Belle Tseitlin (2020-2021), Lake Forest College (chair)

## **Doctoral Dissertation Committee**

Maryam Tajmirriyahi (2019-2020), University of Texas at Arlington (member)  
Stephen Doerfler (2020-2021), University of Texas at Arlington (member)

## **PROFESSIONAL AFFILIATIONS**

Association for Computational Linguistics  
Society for Personality and Social Psychology  
Midwestern Psychological Association

## **SELECTED MEDIA MENTIONS**

- 2019 On Emoji Use and Relationships: *Psychology Today*  
[psychologytoday.com/us/blog/love-digitally/201909/is-romantic-success-related-emoji-use](https://psychologytoday.com/us/blog/love-digitally/201909/is-romantic-success-related-emoji-use)
- 2019 On Emoji Use and Relationships: *The Atlantic*  
<https://www.theatlantic.com/health/archive/2019/11/free-the-eggplant/601615/>
- 2018 On Gay-Straight Interactions: *Psychology Today*  
[psychologytoday.com/us/blog/inclusive-insight/201903/why-do-women-prefer-gay-men-friends](https://psychologytoday.com/us/blog/inclusive-insight/201903/why-do-women-prefer-gay-men-friends)
- 2018 On Gay-Straight Interactions: *PsyPost*  
[psypost.org/2018/02/women-feel-comfortable-interacting-gay-men-straight-men-study-finds-50793](https://psypost.org/2018/02/women-feel-comfortable-interacting-gay-men-straight-men-study-finds-50793)
- 2016 On Mutual Understanding in Initial Interactions: *Science Daily*  
[sciencedaily.com/releases/2016/06/160608142946.htm](https://sciencedaily.com/releases/2016/06/160608142946.htm)
- 2016 On Mutual Understanding in Initial Interactions: *Medical Xpress*  
[medicalxpress.com/news/2016-06-strangers-mutual-non-verbal-cues.html](https://medicalxpress.com/news/2016-06-strangers-mutual-non-verbal-cues.html)