

VIVIAN P. TA

Curriculum Vitae

Lake Forest College
Department of Psychology
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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., Seattle, WA

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, \$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)

Tajmiriyahi, M., **Ta, V.P.**, & Ickes, W. (in press). Measuring egocentrism as a trait-like personality attribute: The development and validation of the egocentrism scale. *Psychological Studies*, 1-8.

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. Published OnlineFirst at *International Relations*.
- 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

Ta, V.P., Lande, B., & Suss, J. Emotional reactivity and police expertise in use-of-force decision making. *Revise and resubmit at the Journal of Police and Criminal Psychology*.

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 Journal of Conflict Resolution*.

Selected Manuscripts in Preparation

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

Ta, V.P., Boyd, R.L., Seraj, S., Keller, A.E., Griffith, C., & Loggarakis, A. The language of persuasion: Investigating the linguistic predictors of attitude change. *Writing stage; to be submitted to Psychological Science*.

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

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 21st Century. (2016).
TEDxUTA, University of Texas at Arlington, April 1.

PRESENTATIONS

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)

*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 23rd 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.

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	Factor Analysis, PCA
Language Style Matching	Behavioral Coding
Language Inquiry and Word Count	LaTeX
Topic Modeling (Latent Dirichlet Allocation)	Microsoft Azure
Sentiment Analysis	Big Data Analysis
Document Classification	

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)
Psychology of Language (senior seminar; Fall 2019)

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 and Personality Development
Social Psychology	Multivariate Statistics
Research Design and Statistics	Text as Data
Psychology of Language	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, *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
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
- 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
- 2018 On Gay-Straight Interactions: *PsyPost*

- 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
- 2016 On Mutual Understanding in Initial Interactions: *Medical Xpress*
medicalxpress.com/news/2016-06-strangers-mutual-non-verbal-cues.html