

YULI PATRICK HSIEH

Survey Methodologist/Digital Sociologist
Program for Research in Survey Methodology, Survey Research Division, RTI International
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EDUCATION

Northwestern University

Ph.D. in Media, Technology & Society program, June, 2014
Committee: Peter Miller (Chair), Eszter Hargittai, Noshir Contractor.
Dissertation Title: Testing Information and Communication Technology (ICT) Recall Aids for Surveys of Personal Networks

University of Illinois at Chicago

M.A. in Sociology, 2008
Thesis: *Missing Discussions of Missing Data Analysis: How to Reconcile Substantive Concerns and the State-of-The-Art Procedure Empirically*

Yuan Ze University, Taiwan

M.I. in Social Informatics, 2002 (Master of Informatics)
Thesis: *The Social Welfare Institution in Information Society: The Examination of Unemployment Benefit and Vocational Training in Taiwan*

Fu Jen Catholic University, Taiwan

B.A. in Mass Communication & Journalism, 1996

EXTERNAL RESEARCH GRANTS

NSF EARly-concept Grants for Exploratory Research Grant: "EAGER: Exploring Motivated Misreporting of Crowd Workers for Developing Data Quality Assurance Best Practices for Using Crowdsourcing Platforms in Engineering Research," National Science Foundation, Division of Civil, Mechanical, & Manufacturing Innovation, 2016-18 (Award number: 1645307, \$99,936).

SBE Doctoral Dissertation Research Improvement Grant, "*Doctoral dissertation research: Testing information and communication technology (ICT) recall aids for surveys of personal networks*," National Science Foundation, National Center for Science and Engineering Statistics, 2012-13 (Award number: NCSE 1246942, \$11,974).

PUBLICATIONS

Refereed Journal Articles

Lee, Harold H., Hsieh, Y. P., Murphy, J., Tidey, Jennifer W., Savitz, David A. (in-press). Health Research using Facebook to Identify and Recruit Pregnant Women who Use E-cigarettes: Protocol for a Non-Randomized Pilot Study. *Journal of Medical Internet Research*, x(x) doi: 10.2196/12444. [Epub ahead of print]

Murphy, J., **Hsieh, Y. P.**, Wenger, M., Kim, A. E., & Chew, R. (2019). Supplementing a survey with respondent Twitter data to measure e-cigarette information exposure. *Information, Communication & Society*, 22:5, 622-636. doi:10.1080/1369118X.2019.1566484

Berzofsky, M. E., McKay, T. E., **Hsieh, Y. P.**, & Smith, A. (2018). Probability-Based Samples on Twitter: Methodology and Application. *Survey Practice*, 11(2), [1]. DOI: 10.29115/SP-2018-0033

Sha, M., **Hsieh, Y. P.**, & Goerman, P. L. (2018). Translation and visual cues: Towards creating a road map for limited English speakers to access translated Internet surveys in the United States. *Translation & Interpreting*, 10(2), pp. 142-158. doi:10.12807/ti.110202.2018.a10

Shumate, M. D. **Hsieh, Y. P.** & O'Connor, A. (2018). A Nonprofit Perspective on Business–Nonprofit Partnerships: Extending the Symbiotic Sustainability Model. *Business and Society*, 57(7), 1337–1373. DOI: 10.1177/0007650316645051.

Peiper, N., Baumgartner, P., Chew, R., **Hsieh, Y. P.**, Bieler, G., Bobashev, G., Siege, C., Zarkin, G. (2017). Patterns of Twitter behavior among networks of cannabis dispensaries in California. *Journal of Medical Internet Research*, 19(7) e236. DOI: 10.2196/jmir.7137

Guillory, J. E., Kim, A., Murphy, J., Bradfield, B., Nonnemaker, J., & **Hsieh, Y. P.** (2016). Comparing Twitter and Online Panels for Survey Recruitment of E-Cigarette Users and Smokers. *Journal of Medical Internet Research*, 18(11) e288. DOI: 10.2196/jmir.6326

Murphy, J., Biemer, P., Stringer, M., Thissen, M., Day, O., & **Hsieh, Y. P.** (2016). Interviewer falsification: current and best practices for prevention, detection, and mitigation. *Statistical Journal of the IAOS*, 32(3), 313-326. DOI: 10.3233/SJI-161014

Tseng, S.-F., **Hsieh Y. P.** (2015). The Implications of Networked Individualism for Social Participation: How Mobile Phone, E-mail, and IM Networks Afford Social Participation for Rural Residents in Taiwan. *American Behavioral Scientist*, 59(9), 1157-1172. DOI: 10.1177/0002764215580620

Ihm, J. & **Hsieh, Y.P.** (2015). The Implications of Information and Communication Technology Use for the Social Well-being of Older Adults. *Information, Communication & Society*, 18(10), 1123-1138. DOI: 10.1080/1369118X.2015.1019912

Hsieh, Y.P. (2015) Check the phone book: Testing Information and Communication Technology (ICT) Recall Aids for Personal Network Surveys. *Social Networks*, 41, 101-112. DOI: 10.1016/j.socnet.2014.11.006

Hsieh, Y. P., & Li, M-H. (2014). Online political participation, civic talk, and media multiplexity: How Taiwanese citizens express political opinions on the Web. *Information, Communication and Society*, 17(1), 26 - 44. DOI: 10.1080/1369118x.2013.833278

Hsieh, Y. P. (2012). Online social networking skills: The social affordances approach to digital inequality. *First Monday*, 17(4).

Hargittai, E., & **Hsieh, Y. P.** (2012). Succinct survey measures of Web-use skills. *Social Science Computer Review*, 30(1), 95-107.

Hargittai, E., & **Hsieh, Y. P.** (2010). Predictors and consequences of differentiated social network site uses. *Information, Communication and Society*, 13(4), 515-536.

Dancy, B. L., **Hsieh, Y. P.**, Crittenden, K. S., Kennedy, A., Spencer, B., & Ashford, D. (2009). African American adolescent females: Mother-involved HIV risk-reduction intervention. *Journal of HIV/AIDS and Social Services*, 8(3), 292 - 307.

Hsieh, Y. P., & Tseng, S.-F. (2002). The welfare state in the 'information age': hollowing out or restructuring in the changing labour market in Singapore? *International Journal of Human Resource Management*, 13(3), 501-521.

Hsieh, Y. P. & Ho. C.-C. (2001). The development of nation state in the information society, *Journal of Cyber Culture and Information Society*, 1:201-228. Taiwan. (Written in Chinese)

Tseng, S.-F., **Hsieh, Y. P.** & Ho. C.-C (2001). The computerization and protection of electronic patient records in hospitals, *The Journal of China Association for Medical Informatics* 13:19-42. Taiwan. (Written in Chinese)

Refereed Book Chapters

Hsieh, Y. P., & Murphy, J. (2017). Total Twitter Error: Decomposing Public Opinion Measurement on Twitter from a Total Survey Error Perspective. In P. Biemer, E. de Leeuw, S. Eckman, B. Edwards, F. Kreuter, L. Lyberg, N. C. Tucker, ... B. West (Eds.), *Total Survey Error in Practice: Improving Quality in The Era of Big Data* (1 ed., pp. 23-46). (Wiley Series in Survey Methodology). John Wiley & Sons.

Hargittai, E., & **Hsieh, Y. P.** (2013). Digital inequality. In W. H. Dutton (Ed.), *The Oxford Handbook of Internet Studies* (pp.129-150). Oxford, UK.: Oxford University Press.

Hargittai, E., & **Hsieh, Y. P.** (2010). From dabblers to omnivores: A typology of social network site usage. In Z. Papacharissi (Ed.), *A Networked Self: Identity, Community, and Culture on Social Network Sites* (pp146-168). New York: Routledge.

CONFERENCE PRESENTATIONS

Hsieh, Y.P. & Murphy J. J. (2019). *Identifying Data Quality Outliers with Web Survey Response*

Times: Evaluation and Best Practices. Paper presented at the 2019 Joint Statistical Meetings, Denver, CO. July 27 – August 1.

Hsieh, Y. P., Sanders, H., Eckman, S., & Smith, A. (2018). Motivated misreporting in crowdsourcing tasks of content coding, image classification, and survey. Paper presented at the 73th Annual Conference of the American Association for Public Opinion Research, Denver, Co. May 16-19, 2018.

Stambaugh, L., **Hsieh, Y. P.**, Sanders, H., & Morgan, J. (2018). Building an On-Line Sample of United States Military Veterans. Paper presented at the 73th Annual Conference of the American Association for Public Opinion Research, Denver, Co. May 16-19, 2018.

Berzofsky, M., McKay, T., **Hsieh, Y. P.**, Chew, R. F., Grimes, K., Smith, A., . . . Stahl, M. (2018). Using Social Media for a Probability Sample: Is It Possible? Paper presented at the Federal Committee on Statistical Methodology 2018 Research and Policy Conference, Washington, D.C. March 7-8, 2018

Hsieh, Y. P., Murphy, J., Kim, A., Guillory, J., & Bradfield, B. (2017). Developing and evaluating a gradation assessment index for survey data quality assurance practices. Paper presented at the 72th Annual Conference of the American Association for Public Opinion Research, New Orleans, LA. May 18-21.

Frasier, A. M., Murphy, J. J., **Hsieh, Y. P.**, Guillory, J. E., Kim, A. E., & Savitz, D. A. (2016). Needles in a haystack: recruitment for a study of pregnancy and e-cigarettes using Facebook. Paper presented at the 2016 Midwest Association for Public Opinion Research Annual Conference, Chicago, IL. November 19-20.

Hsieh, Y. P., Tseng, S.-F., & Wu, Y.-C. (2016). *The Effects of Facebook Usage, Posts and Replies on Network Heterogeneity and Social Resources*. Paper presented at the 66th annual meeting of the International Communication Association, Fukuoka, Japan, June 9-13 2016.

Hsieh, Y.P., Park, H., Sha, M. & Goerman, P. (2016). *The Hidden Barriers: Assessing Usability of Government Websites for Asian Non-English Speakers*. Paper presented at the 2016 American Association for Public Opinion Research Annual Conference, Austin TX. May 12-15.

Kim, A., Guillory, J. E., Bradfield, B., Ruddle, P., **Hsieh, Y. P.**, Murphy, J. (2016). *Information Exposure and Sharing Behavior of e-Cigarette Users: Do Survey Responses Correlate with Actual Tweeting Behavior?* Paper presented at the 2016 American Association for Public Opinion Research Annual Conference, Austin TX. May 12-15.

Hsieh, Y.P., Park, H., Sha, M. & Goerman, P. (2015). *The Hidden Barriers: Assessing Usability of Government Websites for Non-English Speakers*. Paper presented at the 2015 Midwest Association for Public Opinion Research Annual Conference, Chicago, IL. November 20-21.

Hsieh, Y.P. & Murphy J. J. (2015). *Identifying Data Quality Outliers with Web Survey Response Times: A comparison of cut-off techniques*. Paper presented at the 2015 Midwest Association for Public Opinion Research Annual Conference, Chicago. November 20-21.

Hsieh Y. P., Tseng, S.-F. (2015). *The Implications of Networked Individualism for Social Participation of Rural Residents in Taiwan*. Paper Presented at the 2015 Social Media & Society Conference, Toronto, Ontario. July 27-29

Hsieh, Y. P., & (2015). *Total Twitter Error? A Discussion of Surveys and Twitter for Examining Attitudes*. Paper Presented at the 6th Conference of the European Survey Research Association, Reykjavik, Iceland. July 13-17.

Hsieh, Y. P., & Murphy, J. J. (2015). *Total Twitter Error? A Discussion of Surveys and Twitter for Examining Attitudes toward Marijuana Legalization and Abortion Rights*. Paper Presented at the 2015 American Association for Public Opinion Research Annual Conference, Hollywood, FL. May 14-17.

Murphy J. J. & **Hsieh, Y.P.** (2014). *Can a Total Survey Error Framework Be Applied to Social Media? The Example of Marijuana Attitudes*. Paper presented at the 2014 Midwest Association for Public Opinion Research Annual Conference, Chicago. November 21-22.

Ihm, J. & **Hsieh, Y.P.** (2014). *Participation Divide or Additive Benefits? The Implications of ICT Use for the Social and Psychological Well-being of Older Adults*. Paper presented at the 109th annual meeting of the American Sociological Association, San Francisco. August 16-19.

Shumate, M. D. **Hsieh, Y. P.** & O'Connor, A. (2014). *Top NGO Partnerships with Corporations: A test of the Symbiotic Sustainability Model*. Paper presented at the 64th annual meeting of the International Communication Association, Seattle. May 22-26.

Ihm, J. & **Hsieh, Y.P.** (2014). *Participation Divide or Additive Benefits? The Implications of ICT Use for the Social and Psychological Well-being of Older Adults*. Paper presented at the 64th annual meeting of the International Communication Association, Seattle. May 22-26. (**Top paper of the conference theme**)

Hsieh, Y.P., & Li, M-H. (2013). *Online political participation, civic talk, and media multiplexity: How Taiwanese citizens express political opinions on the Web*. Paper presented at the 99th Annual Convention of the National Communication Association, Washington DC. November 21-24.

Hsieh, Y.P. (2013). *Testing information and communication technology (ICT) recall aids for personal network surveys*. Paper presented at the 2013 Midwest Association for Public Opinion Research Annual Conference, Chicago. November 22-23. (**Top Student Paper Award**).

Hsieh, Y.P. (2013). *The effects of information and communication technology (ICT) recall aids*

for personal network surveys. Paper presented at the 2013 Xi'an INSNA Conference of the International Network for Social Network Analysis, Xi'an, China. July 12-15.

Hsieh, Y.P. (2012). *Communication multiplexity: Implications of social media for maintaining social relationships.* Paper presented at the 2012 Conference of the International Association for Relationship Research, Chicago. July 12-16.

Hsieh, Y.P. (2011). *Implications of communication multiplexity for digital inequality: The role of online social networking skills.* Paper presented at the Information, Communication & Society Journal-Oxford Internet Institute 2011 symposium: A Decade in Internet Time, Oxford, United Kingdom. September 21-23.

Hsieh, Y.P. (2011). *Implications of communication multiplexity for digital inequality.* Paper presented at the International Telecommunication Society 2011 Asian-Pacific Regional Conference, Taipei, Taiwan. June 26-28.

Hsieh, Y. P. & Hargittai, E. (2011). *Communication multiplexity: An alternative theoretical approach to the relationship between social capital and internet use.* Paper presented at the 61st annual meeting of the International Communication Association, Boston. May 26-29.

Hsieh, Y. P. & Hargittai, E. (2010). *Social capital and communication multiplexity in social relationship maintenance: An alternative theoretical approach.* Paper presented at the 105th annual meeting of the American Sociological Association, Atlanta. August 14-17.

Hsieh, Y. P. (2009). *Research in progress: social capital, digital skills and differential contact modes.* Paper presented at the 95th annual meeting of the National Communication Association, Chicago. November 12-15.

Tse, Y-K & **Hsieh, Y. P.** (2009). *P2P downloading and watching of fan-subbing files as a new trend of media consumption.* Paper presented at the 95th annual meeting of the National Communication Association, Chicago. November 12-15.

Hsieh, Y. P. & Tse, Y-K. (2008). *Beyond offline versus online: Synthesizing the debates on defining community in the information age.* Paper presented at the annual meeting of the Association of Internet Researchers, Copenhagen, Denmark. October 15-18.

Hsieh, Y. P. (2008). *Re-theorizing virtual communities in urban sociology and community studies.* Paper presented at the annual meeting of the Midwest Sociological Society, St. Louis, Missouri, U.S. March 27-30.

Hsieh, Y. P. & Barrett, R. E. (2008) *Analysis of state-level incidence/mortality (I/M) ratios between Blacks and Whites for breast and prostate cancer: Where are Black I/M ratios lower and why?* Paper presented at the New Investigators Day post conference of the Cells to Society Symposium of the Centers for Population Health and Health Disparities, National Institute of

Health, Bethesda, Maryland. February 28-29.

Hsieh, Y. P., Dancy, B. L. & Crittenden, K. S. (2007). *Analysis of missing responses to the sexual experience question in evaluation of an adolescent HIV risk reduction intervention*. Paper presented at the annual meeting of the American Public Health Association, Washington D.C., U.S. November 3-7.

Huang, H.-I. & **Hsieh, Y. P.** (2005). *Why open source software developers contribute knowledge: for commitment or for rewards?* Paper presented at the annual meeting of the American Sociological Association, Philadelphia, Illinois, US, August 13-16.

Liu, C.-W., **Hsieh, Y. P.** & Tseng, S.-F. (2002). *On whom our aged rely - state, family or individual?* Paper presented at the American Sociological Association annual meeting, Chicago, Illinois, US, August 16-19.

Hsieh, Y. P. & Tseng, S.-F. (2001). *The aging issues in a global world: Dignity or poverty?* Paper presented at the American Sociological Association annual meeting, Anaheim, California, US, August 18-21.

Hsieh, Y. P. (2001). *From welfare states to welfare economy: Conceptual change in the information age*. Paper presented at the International Conference on Labour in a Globalising World: The Challenge for Asia, Centre for Comparative Public Management and Social Policy, City University of Hong Kong.

Hsieh, Y. P. (2000). *The development of community consensus within virtual communities on World Wide Web: A case study of kimo.com.tw*. Paper presented at the Conference on Internet and Society 2000, National Tsing Hua University, Taiwan. (Written in Chinese)

AWARDS, HONORS AND SCHOLARSHIP

Top Student Paper Award in Survey Research Methodology, *"Testing information and communication technology (ICT) recall aids for personal network surveys"*, Midwest Association of Public Opinion Research, 2013

Graduate Research Ignition Grant, School of Communication, Northwestern University, 2012-13 (\$2,000)

Graduate Research Grant, Northwestern University, 2012-13 (\$3,000).

Academic Excellence Award, Yuan Ze University (Highest award for graduate students at YZU), 2002.

You-Hsiang Scholarship for Excellent Performance at Graduate Entrance Exam, Yuan Ze University, 1999.

Honorary Member, the Phi Tau Phi Scholastic Honor Society, 1996.

PROFESSIONAL DEVELOPMENT

Graduate Teaching Certificate Program, Searle Center for Teaching Excellence, Northwestern University, 2012-13.

The Summer Social Webshop, University of Maryland at College Park, 2012.

The Doctoral Consortium of the ICA Communication and Technology division, 2012.

Oxford Internet Institute Summer Doctoral Program, 2010.

RESEARCH EXPERIENCE

Statistical analysis, data management and report writing

Research assistant, *Nonprofit-Corporate Partnership Project*

Principal Investigator: Michelle Shumate, Department of Communication Studies, Northwestern University, Fall 2012- Spring 2014.

Research assistant for Eszter Hargittai, Department of Communication Studies, Northwestern University, Fall 2008- Fall 2011.

Research assistant, *Neighborhood and Individual Effects on Stage at Diagnosis of Breast Cancer*, Principal Investigator: Richard B. Warnecke, The Center for Population Health and Health Disparities, University of Illinois at Chicago, Fall 2007- Spring 2008.

Research assistant, *MOTHER /DAUGHTER HIV RISK REDUCTION INTERVENTION.(NIH-NIMH R01 MH63638)*, Principal Investigator: Barbara L. Dancy, Department of Public Health, Mental Health, and Administrative Nursing, University of Illinois at Chicago, Fall 2006- Spring 2007.

Research assistant, *A Study on Causes of and Remedial Measures for the Abnormal Polarized Score Distribution of Test Takers in the English Component of Junior High School Basic Competency Test*, Principal Investigator: Vincent Wu-Chang Chang, Department of English, National Taiwan Normal University, Fall 2002- Spring 2003.

Research assistant, *The Study of Unemployment, Underemployment and inadequate Employment in the Information Age*, Principal Investigator: Shu-Fen Tseng, Graduate Institute of Social Informatics, Yuan-Ze University, Fall 2001- Spring 2002.

Research assistant, *The Study of Information Gap and the Mobility of Information Class in Taiwan*, Principal Investigator: Shu-Fen Tseng, Graduate Institute of Social Informatics, Yuan-Ze University, Fall 2001- Spring 2002.

Interviewer and focus group coordinator

Research assistant, *The Impact of Health Information Systems on Hospital Management and Medical Professions*, Principal Investigator: Shu-Fen Tseng, Graduate Institute of Social Informatics, Yuan-Ze University, 2001-2002.

Research assistant, *Evaluation on Privatizing Social Welfare and Educational Services of Taipei City*, Principal Investigator: Hsiao-Hung Nancy Chen, College of Social Sciences, National Cheng-chi University, 1998-1999.

TEACHING EXPERIENCE

Adjunct professor, Institute of Design, Illinois Institute of Technology, Survey Methods IDN 518_01, Fall 2017 – Present.

Instructor, Department of Communication Studies, Northwestern University
Technically Together: Personal Connections in the Information Society COMM 394, Winter 2013.

Teaching assistant, Department of Communication Studies, Northwestern University
Interpersonal Conflict COMM 344, Spring 2011.
Bargaining and Negotiation COMM 363, Winter 2011.

Teaching assistant, Department of Sociology, University of Illinois at Chicago
Introduction to Sociology SOC 100, Fall 2004- Spring 2005.
Introductory Sociological Statistics SOC 201, Fall 2005.
Intermediate Sociological Statistics SOC 402, Spring 2006.

Graduate program coordinator and teaching assistant, Department of English, National Taiwan Normal University, 2002-2004.

INVITED TALKS AND WORKSHOPS

Duke Network Analysis Center, Duke University. *Check the phone book: Testing information and communication technology (ICT) recall aids for personal network surveys*, February, 2015.
Center for Behavioral Intervention Technologies, Northwestern University. *Theoretical and practical considerations for developing and evaluating health intervention technologies using emerging media*, September, 2014.

Illinois Institute of Technology, Institute of Design. *Survey Design Bootcamp*. March, 2014
Academia Sinica, Institute of Sociology, Taiwan. *Testing Information and Communication Technology (ICT) Recall Aids for Personal Network Surveys*. May, 2013.

SOFTWARE DEVELOPMENT EXPERIENCE

EgoGalaxy (Web survey tool for collecting ego-centric social network data), co-developed with Audacious Software.

PROFESSIONAL SERVICES

Reviewer, Journal of Computer-mediated Communication, 2015 –
Reviewer, International Journal of Human-Computer Studies, 2014 –
Reviewer, International Journal of Public Opinion Research, 2013 –

Reviewer, Information, Communication and Society, 2012 –
Reviewer, New Media and Society, 2011 –
Reviewer, Learning, Media and Technology, 2013
Reviewer, Social Problems, 2012.
Reviewer, NCA Political Communication Division, 2012–2013.
Reviewer, ICA Political Communication Division, 2012–2013.
Reviewer, ICA Communication and Technology Division, 2010–2012.
Session discussant (Information, Communication, & New Media), Annual meeting of Midwest Sociological Society, 2008.
Faculty Search Committee, UIC Sociology, 2007.
Graduate Admissions Committee, UIC Sociology, 2005.

PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research (2014–)
American Statistical Association (2019–)
American Sociological Association (2004–2018)
International Communication Association (2008–2016)
International Network for Social Network Analysis (2011–2013)
Midwest Association for Public Opinion Research (2013–)
National Communication Association (2009–2013)