

Xijuan (Cathy) Zhang

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EDUCATION

Doctor of Philosophy

University of British Columbia, Vancouver, BC, Canada 2015 – Present

- Quantitative Methods in Psychology
- Advisor: Victoria Savalei

Master of Arts

University of British Columbia, Vancouver, BC, Canada 2013 – 2015

- Quantitative Methods in Psychology
- Advisor: Victoria Savalei

Bachelor of Arts

University of British Columbia, Vancouver, BC, Canada 2007 – 2012

- Psychology

AWARDS & FELLOWSHIPS

- The Society for Multivariate Experimental Psychology (SMEP) Travel Award for 13th Annual SMEP Graduate Student Conference (2015): \$1,500 USD
- UBC's Affiliated Fellowship (2015): \$16,000
- The Society for Multivariate Experimental Psychology (SMEP) Travel Award for Multilevel Modeling Conference (2014): \$1,000 USD
- Walter C Koerner Fellowship (2014): \$7,500
- Canada Graduate Scholarship-Master Program (2014): \$17,500
- University of British Columbia Graduate Entrance Scholarship (2013): \$17,500
- McGraw Hill Prize for Academic Excellence in Biology (2011)
- Arts Travel and Learn Abroad Award Scholarship (2011): \$2,500
- UBC's President Entrance Scholarship (2007): \$2,000
- British Columbia Government Scholarship (2007): \$1,000
- Science Achievement Award of BC Innovation Council (2007)
- Recipient of the Governor General's Academic Bronze Medal (2007)

RESEARCH EXPERIENCE

2015 Sep – Present: Project on self-other agreement

- Investigating whether the scales in the Expanded format would have better self-other agreement than scales in the Likert format.

2014 Sep – Present: Project on order effect in the Expanded format scales

- Testing whether order effect exist in the Expanded format scales.

2014 April – Present: Project on modeling Likert scales with reverse-worded items

- Comparing different SEM modeling methods for Likert scales with reverse-worded items.

2014 Jan – Present: Project on Need for Cognition (NFC) scale

- Examining how different numbers of reverse-worded items on the NFC scale would affect the factor structure of the scale.

2013 Sep – 2015 June: Project on Expanded scale format

- Examining how an alternative scale format to the Likert scale format would help removing acquiescence bias and method effects due to reverse-worded items in Likert scales.

2014 Jan – 2015 Sep: Project on bootstrapping fit indices in structural equation modeling (SEM)

- Examining appropriate way to bootstrap fit indices such as comparative fit index in SEM.

PUBLICATIONS

Zhang, X., & Savalei, V. (2015). Bootstrapping confidence intervals for fit indices in structural equation modeling. *Structural Equation Modeling*, under review.

Zhang, X., & Savalei, V. (2015). Improving the factor structure of psychological scales: The Expanded format as an alternative to the Likert scale format. *Educational and Psychological Measurement*. Advance online publication. doi: 10.1177/0013164415596421

Falk, C. F., Heine, S.J., Takemura, K., Zhang, C. X. J., & Hsu, C-W. (2015). Are implicit self-esteem measures valid for assessing individual and cultural differences? *Journal of Personality*, 83, 56-68. doi:

Zhang, X. (2012). Too much sex, a mental disorder? Examining both sides of the debate on hypersexual disorder. *University Of British Columbia's Undergraduate Journal of Psychology, 1*, 35-43.

PRESENTATIONS

Zhang, X., & Savalei, V. (2015 May). *How to find confidence interval for CFI and RMSEA using bootstrap*. Poster presented at the Modern Modeling Methods Conference, Storrs, CT.

Zhang, X., & Savalei, V. (2015 May). *Bootstrapping confidence intervals for fit indices in structural equation modeling*. Poster presented at the annual meeting of the Association of Psychological Science, New York, NY.

Zhang, X., & Biesanz, J. (2014 Nov). *Examining the method effects caused by reverse-worded items in nested data*. Poster presented at the conference for Advances in Multilevel Modeling for Educational Research, College Park, MD.

Zhang, X. (2014 October). *Problems with Likert scales and an alternative scale format*. Presentation given at UBC FIREtalk, A World of Methodologies, Vancouver, BC.

Chang, S. C. H., Zhao, L., **Zhang, X.**, Beesley Y, & Gorzalka, B. B. (2014 July). *Does analytical thinking suppress acceptance of rape myths?* Poster presented at annual meeting of the Canadian Society for Brain, Behaviour and Cognitive Science, Toronto, ON.

Zhang, X. & Savalei, V. (2014 June). *How to eliminate the impact of reverse-worded items on psychological scales? Exploring an alternative scale format to Likert scale*. Poster presented at the annual meeting of the Canadian Psychological Association, Vancouver, BC.

Zhang, X. & Savalei, V. (2014 May). *The effects of reverse-worded items on factor structures of psychological scales*. Poster presented at the annual meeting of the Association of Psychological Science, San Francisco, CA.

Zhang, X. (2012 July). *Attitudes towards interracial relationships among Chinese, Korean and Japanese University Students in Canada*. Poster presentation presented at Connecting Minds Undergraduate Research Conference in Psychology, Vancouver, Canada.

Falk, C.F., Heine, S. J., & **Zhang, X.** (2011, January). *The validity of implicit self-esteem measures for assessing individual and cultural differences*. Poster presented at the meeting of the Society for Personality and Social Psychology Cultural Psychology Preconference, San Antonio, TX, USA.

Zhang, X., Falk, C. F., & Heine S. J. (2010 July). *How should implicit self-esteem be measured? Reassessing the utility of current implicit self-esteem measures*. Poster presentation presented Connecting Minds Undergraduate Research Conference in Psychology, Vancouver, Canada.

QUANTITATIVE METHODS EXPERIENCES

Courses Taken at the University of British Columbia

- Multiple Regression (A+; PSYC 546E)
- Structural Equation Modeling (A+; PSYC 546Y)
- Multi-Level Modeling (A+; PSYC 546J)
- Survey of Multivariate Analyses (A+; PSYC 546D)

COMPUTER & PROGRAMMING EXPERIENCE

Computer Programs/Languages:

- Statistical: EQS, Mplus, R, SPSS
- Web Programming: Bootstrap, CSS, HTML, Jekyll
- Office and Document Preparation programs: LaTeX, MS Excel, MS PowerPoint, MS Word

TEACHING EXPERIENCE

Teaching Fellow

Department of Psychology, University of British Columbia

- Multiple Regression (PSYC 546E), Present
- Research Methods (PSYC 217), Fall 2014
- Advanced Research Methods in Behavioural Sciences (PSYC 359), Fall 2013
 - Teaching fellows at UBC are explicitly responsible for leading regular lecture and lab components of the course

Teaching Assistant

Department of Psychology, University of British Columbia

- Analysis of Behavioural Data (PSYC 218), Spring 2014; Spring 2015
- Psychological Aspects of Human Sexuality (PSYC 350A), Summer 2014; Summer 2015

WORK EXPERIENCE

Marketing Research Analyst at Peitho Pharmaceuticals Inc.

Sep 2015 – Present

Company Description:

Peitho Pharmaceuticals Inc. ("Peitho") provides business development-related services in the pharmaceutical industry, enabling its clients to license pharmaceuticals for their developmental pipelines. Peitho works with pharmaceutical companies to identify and investigate potential business opportunities related to products in their targeted therapeutic areas and developmental stages for licensing or acquisition, and to find co-development partners to advance their pipelines.

Job Description:

- Conducting marketing research to support the business development and marketing strategies of the pharmaceutical consulting
- Statistical analysis and interpretation of clinical trial data
- Literature reviews, research and general administrative duties

MENTORING EXPERIENCE

Department of Psychology, University of British Columbia

- Three research assistants, 2015 – Present
- One directed studies student, 2014 – 2015
- Two research assistants, 2015 – 2015
- Two research assistants, 2013 – 2014

LANGUAGES

Mandarin Chinese (Native)
English (Proficient)