

Toka (Tianshu) Zhu
WIRB 5B-28, Western University
tzhu9@uwo.ca
<http://rpubs.com/tokaalmighty>

I specialize in Quantitative and Qualitative Research Design and Data Modeling in cognitive science. Currently, I work mainly with higher-level statistical and computational models to represent how humans perceive categories.

Education

University of Western Ontario (London, ON)

- **Ongoing** PhD in Psychology (Cognitive, Developmental, Brain Science)
- **2018** M.Sc in Psychology (Cognitive, Developmental, Brain Science)
- **2015** Bachelor of Arts, Honors Specialization in Psychology

Publications

- Rabi, R., Joanisse, M., **Zhu, T.***, & Minda, J. P. (2018). Cognitive changes in conjunctive rule-based category learning: An ERP approach. *Cognitive, Affective, & Behavioral Neuroscience*, 18(5):1034-1048.

Conference Presentations

- **Zhu, T. & Minda, J.P.** (*Talk proceeding submitted*). Relationship between Executive Functions and Category Learning. The 41st Annual Meeting of the Cognitive Science Society.
- **Zhu, T. & Minda, J. P.** (July 2018). Evidence for idiom processing advantage of L1 Idioms in an L2. *Talk* presented at the 28th annual meeting of the Canadian Society for Brain, Behaviour, and Cognitive Sciences. St Johns, NL.
- Rabi, R. R., Joanisse, M. F., **Zhu, T.**, & Minda, J. P. (June, 2017). An ERP investigation into the physiological correlates of conjunctive rule category learning. *Talk* presented at the 27th annual meeting of the Canadian Society for Brain, Behaviour, and Cognitive Sciences. Regina, SK.

- **Zhu, T.,** Minda, J. P. (2016, May). The Depletion of Self-Regulatory Resources Reduces Performance on Some Subsequent Tasks but not on All Tasks. Poster presented at the 12th Annual Southern Ontario Behavioural Decision Research Conference (SOBDR), Western University, London, ON.
- **Zhu, T.,** Minda, J. P. (2015, June). The Effects of Self-Regulatory Depletion on the Two-Systems of Category Learning. Poster presented at the 25th Annual Canadian Society for Brain, Behavior and Cognitive Science (CSBBCS), Carleton University, Ottawa, ON.

Conference Attendance

- Psychonomic Society's 57th Annual Meeting (Nov 17-20/2016), Boston, MA.
- Society of Neuroeconomics Annual meeting (Aug 28-30/2016), Berlin, Germany.
- Psychonomic Society's 56th Annual Meeting (Nov 19-22/2015), Chicago, Illinois.

Statistics and Programming Background

- Proficient with R and Python as data science tools, my research data analyses were done in a variety of IDEs such as Rstudio, JupyterLab, and Atom.
- Good understanding and experience of classical machine learning methods (i.e., regression, classification).
- Received graduate-level training in higher-level statistical modeling techniques, namely, Structural Equation Modeling and Multilevel Modeling, and successfully applied these methodologies to suitable ongoing research projects.
- Familiar with large survey data management and analysis, have analyzed Amazon MTurk respondents' data as part of my Masters project.
- Experience using SPSS, Excel (functions, VBA and Macro) as secondary data analysis tools for undergraduate honors thesis projects.
- Consistently practice with applying statistical techniques to Kaggle datasets and maintain an active Rpubs profile by posting these code and analyses (<http://rpubs.com/tokaalmighty>).
- Work with Mac terminal commands and Linux environment on daily basis.
- Experience of consulting and writing research protocols based on data-driven insights.

Graduate Teaching Assistantship

- Psychology 2135, September 2016-April 2019
- Psychology 1000, September 2017-December 2017

Keywords

- Data Science
- Python (pandas, numpy, sklearn, matplotlib)
- R (analyses, visualization)
- Git (version control)
- Mac/Linux Terminal commands
- Excel (VBA, Macro)
- SPSS (GUI)

Language

- Mandarin Chinese (native)
- English (high proficiency)
- Spanish (limited working proficiency, and getting better each day)