Jiaxi Zhou

PhD Candidate, Quantitative Psychology / Human Development
University of Pennsylvania
jiaxiz@upenn.edu — (215) 459-2574
Portfolio— Linkedin— Google Scholar

SUMMARY

Applied Behavioral Data Scientist specializing in large-scale survey analytics, social network modeling, and behavioral signal interpretation. Experienced in transforming complex psychological and relational data into operational metrics that inform product understanding, user segmentation, and strategic decision-making. Strong expertise in longitudinal behavioral modeling, measurement design, and uncovering hidden interaction dynamics within complex systems.

CORE SKILLS

Behavioral Analytics & Segmentation: User behavior analysis; survey-based analytics; latent construct operationalization; heterogeneous pattern detection; behavioral signal engineering
Statistical Modeling: Regression; multilevel modeling; SEM; trajectory analysis; panel modeling; measurement validation
Social Network & Relational Modeling: Network analysis; peer influence modeling; interaction graph construction; exposure pathways; system-level behavioral dynamics
Data & Programming: R, Python, SQL, Mplus, SPSS; reproducible pipelines; large-scale data cleaning and feature construction
Insight Communication: Analytical storytelling; cross-functional collaboration; translating behavioral signals into actionable insights

EDUCATION

University of Pennsylvania Aug 2021–May 2026 (expected)
PhD, Human Development & Quantitative Methods
Focus: Psychometrics, longitudinal modeling, network analytics
University of Pennsylvania Aug 2019–May 2021
M.S.Ed., Human Development & Quantitative Methods
Beijing Normal University Sep 2015–Jun 2019
B.A., Education

RELEVANT RESEARCH EXPERIENCE

Applied Quantitative Researcher University of Pennsylvania, 2019 – Present

- Analyzed large-scale behavioral survey datasets to uncover interaction patterns, social dynamics, and engagement signals.
- Designed measurement-driven analytics translating latent psychological constructs into scalable behavioral metrics.
- Built behavioral segmentation frameworks identifying heterogeneous patterns across populations and interaction contexts.
- Modeled relational structures using social network analytics to understand influence pathways and behavioral diffusion.
- Delivered insight-driven analyses informing strategic decision-making under ambiguity.

Quantitative Consultant (Academic Collaboration Projects) University of Pennsylvania, 2020 – Present

- Advised interdisciplinary teams on experimental design logic, measurement strategy, and applied modeling approaches for non-randomized field data.
- Supported partner teams in interpreting complex statistical outputs and transforming analytic results into actionable recommendations.

SELECTED BEHAVIORAL ANALYTICS RESEARCH

- **Behavioral leadership signals do not always reflect underlying competence.** Demonstrated divergence between visibility-based metrics and substantive behavioral outcomes using social network modeling and measurement-driven analysis. *Zhou et al., Journal of Youth and Adolescence (2024)*
- **Relational structures shape behavioral outcomes beyond individual traits.** Applied social network analytics to reveal how interaction structures influence system-level adjustment patterns and behavioral performance signals. *Zhou et al., Journal of Early Adolescence (2025)*