JONATHAN A. LLOYD

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SUMMARY

Social science researcher with expertise in data collection, evaluation research, and mixed-methods design. Over ten years' experience producing quality written content. Proven track record of effective project management in interdisciplinary teams and incorporating user experience data to develop and implement operational improvements.

PROFESSIONAL HIGHLIGHTS

- **Research Methods**: Expert knowledge of statistical methods including Structural Equation Modeling, Latent Class Analysis, and Regression Analysis. Designed qualitative surveys, interviews, and focus groups for Needs Research.
- **User Experience & Data Science:** Developed and implemented operations procedures guiding UX Research, Data Management, and Research Training Compliance across hybrid matrix organization. Used needs and marketing data to better inform recruitment efforts.
- **Software**: Expert knowledge of statistical software including Python, R, SPSS, and Stata. Proficient in dashboard design and data reporting using R Shiny, R Markdown, LaTeX, and Excel.

RESEARCH EXPERIENCE

Research Associate   Feb. 2023 - Present
Research & Development Associate   Mar. 2022 - Feb. 2023
Center for Policing Equity, New Haven, CT

- Leading project team in collecting, standardizing, and reporting data on over 200 alternative first-response programs currently active in the United States to inform on current patterns and opportunities for community partners.
- Conducted formative market analysis to better inform development strategy for law enforcement agency internal justice diagnostic tool.
- Led development of a segmentation project to better inform organization's recruitment of law enforcement agencies in the United States using data from over 3,400 departments.

PhD Instructor & Graduate Associate   Aug. 2017 - May 2022
Virginia Tech, Blacksburg, VA

- Published study that informs policymakers and scholars on how extremist groups communicate online by using a human-centered computing approach to classify 250 hate group communications.
- Reported as an effective instructor on average of nearly 80% of student responses over three years of evaluations.
- Advised ten graduate students on use of R to conduct policy analysis for fourteen weeks.

Field Interviewer   Apr. 2016 - Dec. 2016
NORC at the University of Chicago, Chicago, IL

- Surveyed respondents in households across five counties through computer assisted personal interviewing and telephone questionnaires to generate information on consumer and personal finance trends.

Research Assistant   Nov. 2013 - June 2014
Concord University, Athens, WV

- Synthesized and reported interview data from thirty-eight undergraduate students to understand technology usage and socialization.

CREDENTIALS & AWARDS

- DataCamp: Data Scientist with Python (90 hours), Introduction to Text Analysis in R, Building Dashboards with shinydashboard, Machine Learning with Tree-Based Models in Python, Reporting with R Markdown
- CenterStat: Applied Qualitative Research Certificate
- CITI Certifications: Human Subjects Research, Social & Behavioral Research, Research Conflict of Interest, Responsible Conduct of Research, Research Study Design
- LinkedIn Courses: Getting Started in User Experience, Agile User Experience Design and Research, Card Sorting, Usability Testing
- Population Association of America 2023 Poster Prize, 1st Place

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RECENT WORKS

- LLoyd, Jonathan, and Ashley Reichelmann. 2024. "Capturing Racial Threat: Measuring Anti-Black Hate Crimes During Obama's Presidential Ascent" in A Research Handbook on Hate Crime and Society.
- "Decomposing racial disparities in pedestrian stops: An application of the Kitagawa-Oaxaca-Blinder decomposition for nonlinear models", Poster presentation at Population Association of America Annual Meeting. April 2023, New Orleans, LA.
- Vanessa Bonebo, Mairéad Collins, and Jonathan A. LLoyd. 2021. Internal Analysis of Talitha Consults Quantitative and Qualitative Data. Office of Racial Equity, Inclusion, and Belonging. City of Burlington, Vermont.
- Shruti Phadke, Jonathan Lloyd, James Hawdon, Mattia Samory, and Tanushree Mitra. 2018. "Framing Hate with Hate Frames: Designing the Codebook." In *Companion of the 2018 ACM Conference on Computer Supported Cooperative Work and Social Computing* (CSCW '18). ACM, New York, NY, USA, 201-204. DOI: https://doi.org/10.1145/3272973.3274055.

EDUCATION

Doctor of Philosophy in Sociology   (Expected) 2024
Master of Science in Sociology   2019
Virginia Tech, Blacksburg, VA

Bachelor of Arts in History and Sociology   2015
Concord University, Athens, WV

OTHER EXPERIENCE

Secretary   Apr. 2024 - Present
Board Member   June 2023 - Present
Equity and Empowerment Advisory Board, Roanoke, VA

- Conducting policy analysis using community input and secondary data to draft several policy action items for City Council.
- Collaborated with community members and board members over six months to draft City declaration and action regarding historical redlining and urban renewal.

VITA/TCE Tax Clinic Volunteer   Jan. 2022 - Apr. 2022
Total Action for Progress, Roanoke, VA

- Maximized applicable credits and deductions and ensured tax filing accuracy by regularly interviewing multiple low-income clients.

Racial Justice Graduate Intern   May 2021 - Aug. 2021
City of Burlington, VT

- Evaluated public safety research hypotheses using statistical analyses of survey data from over 500 respondents.
- Advanced City's equity agenda by providing the Mayor's Office with policy recommendations on mugshot publications and hate symbol displays supported with empirical data sources.
- Designed research agenda for City's Reparations Task Force by collaborating with other interns to develop several history-based research questions using the Turabian development model.

Technical Intern   June 2019 - Dec. 2019
Applied Research Associates, Alexandria, VA

- Conducted risk assessment to develop a reusable respirator distribution program using diverse data sources.
- Converted technical information from medical triage documents into a digital training narrative on cricothyrotomy for military medics.

Reporter   Sep. 2012 - Apr. 2014
Princeton Times, Princeton, WV

- Produced multiple articles on local stories of interest by interviewing multiple parties, photographing events, and regularly following reliable sources of information.