Liz Wong
Ph.D. Student
Austin, TX

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Summary

I am a first-year Ph.D. student at the LBJ School of Public Affairs. I focus on US-China information policy impact, computational propaganda, and digital authoritarianism. My background in both the Chinese and American digital marketing profession led me to combine my trilingual research abilities, novel SEO data collection strategies, and cybersecurity policy knowledge to investigate coordinated inauthentic behaviors and policies contributing to increased cognitive warfare.

Research

"BARN OWL: Behavioral Analysis of Related Networks of Open Web Links" presented and postered at *#Connexions Conference 2023: Global Media in Diplomacy and Foreign Policy*

"Dead Men Do Tell Tales: Practical Poisoning in Contemporary Russian Elimination Attempts" with Dr. Kiril Avramov, *Journal of Intelligence and CounterIntelligence,* Accepted for Peer Review

"Disinformation in the U.S. Elections Workshop" to be presented at League of Women Voters Texas Convention, 2024 alongside open-access resource library deliverable (April 19, 2024)

Skills

Mandarin (Current: Advanced Low) | Spanish (Current: Intermediate Mid) | Python | Pandas | R | Data Visualization | Markdown | Network Analysis | Tidy Data | Qualtrics | WordPress | GitHub | Gephi | Digital Marketing (China & U.S.) | Ahrefs | Search Engine Optimization (SEO) | Google Analytics | Editing | Link Building | Digital Content Production & Execution | Market Research | Management | Program Development | Mandarin Translation & Localization | Social Listening | Exploratory Research

Education

Ph.D. in Public Policy
August 2023 - Present
LBJ School of Public Affairs, University of Texas
Clements Fellow

Master of Global Policy Studies | GPA 3.8 | May 2023
LBJ School of Public Affairs, University of Texas
Portfolio Specialization: Security Studies
Brumley Next Generation Fellow
Cyber Student Fellow

BA International Studies | GPA 3.64 | May 2018
The Croft Institute for International Studies, University of Mississippi
Majors: International Studies, Chinese

Certificates

American Councils Chinese Overseas Flagship Certificate | OPI: Superior | IRL: 3 | May 2018 | Nanjing University, Nanjing, China
Code 1.0: Introduction to Computer Science | May 2019| Tech901

Study Abroad

Harbin Institute of Technology | February 2016 - June 2016 | Harbin, China
Taiwan Normal University | May 2015 - July 2015 | Taipei, Taiwan
Shanghai Jiao Tong University | May 2014 - August 2015 | Shanghai, China

Relevant Work Experience

Dr. Rana Inboden, Dr. Sheena Chestnut Greitens, and Prof. Adam Klein with the University of Texas at Austin | GRA
May 2023 – August 2023 | Austin, TX
- Hand-selected for a grant project with the goal of two books and a policy brief on CCP digital silk road soft power, policy
- Researched over 4,000 multilingual CCP documents to build a tidy database on authoritarian technology training
- Translated and encoded over 100 Chinese newsletters and documents according to dataset specifications which I then converted to data visualizations for grant report
- Developed and implemented input forum and Excel sheet for seamless and simultaneous data collection between multiple team members resulting in on-time deliverables
- Coded a scraper to pull and organize over 2,000 CCP open-source newsletters for analysis
- Wrote, analyzed, and edited research findings that were chosen as the primary material for the grant report
- Interviewed relevant CCP experts on appropriate data collection techniques, research ideas, and database organization to ensure data collection was up to private, public, and intelligence community standards making the research more applicable to all three categories

The Global Disinformation Lab at the University of Texas at Austin (GDIL) | Task Team Lead Project B.A.R.N. O.W.L.
September 2021 – May 2023 | Austin, TX
- Combined open-source intelligence techniques, trilingual research abilities, and novel data collection strategies to investigate coordinated inauthentic activity using SEO tactics
- Leveraged Python, web scraping, social listening, and social network analysis to drastically increase the scale
- Managed and taught students through multilingual disinformation data collection, affiliate networks, and network analysis
- Met and coordinated with clients to ensure research integrity and desired deliverables
- Developed relevant methodology and research questions designed to produce a publishable paper and to deploy novel software
- Acted as an internal subject matter expert for the lab's Chinese, SEO, and digital marketing interests
- Delivered a report to grant organizers summarizing research and results

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Applied Research Laboratory at the University of Texas at Austin | Graduate Research Assistant
June 2022 – August 2022 (Continues to present day as liaison for GDIL with 0-hour appointment) | Austin, TX
- Refined B.A.R.N. O.W.L. research while completing SEO and disinformation typology and literature review
- Worked with clients to create a scalable research design for B.A.R.N. O.W.L. accessible to undergraduate and Ph.D. students

Dr. Rana Inboden with the University of Texas at Austin | Special Student Associate
June 2022 – August 2022 | Austin, TX & Little Rock, AR
- Identified CCP authoritarian training centers and partnerships using Mandarin language abilities resulting in successful grant application for PI
- Discovered and codified over 50 relevant inner Party newsletters regarding foreign authoritarian training initiative locations, dates, lectures, and activities
- Translated and summarized CCP viewpoints on the Xinjiang Special Report from the UN Human Rights Commission
- Coordinated research targets and identified relevant boxes prior to travel with the William J. Clinton Library and Museum
- Compiled, organized, and coded relevant primary sources for review after analyzing over 200 documents in three days

Dr. Sheena Chestnut Greitens with the University of Texas at Austin | Special Student Associate
September 2021 – December 2021 | Austin, TX
- Collected 53 data points through coding and editing a Korean Qualtrics survey which resulted in the data used in the PI's book *Politics of the North Korean Diaspora*
- Converted and reported participant responses according to research specification and computer requirement

Collierville Literacy Council | English for Speakers of Other Languages (ESOL) Program Manager
March 2021 – August 2021 | Memphis, TN
- Designed, established, led, and executed the nonprofit's first financially solvent English program
- Developed the council's brand strategy yielding an ESOL program profit growth of 500% in 3 months
- Utilized trilingual abilities to recruit and assess students, growing the program by over 30% despite COVID-19 hesitancies
- Initiated and organized a multilingual vaccine registration translation piece with students at the University of Tennessee Health and Science Center which was recognized by the White House Office of Faith-Based and Neighborhood Partnerships
- Designed, executed, strategized, and managed the nonprofit's website development and SEO efforts

HigherVisibility | Digital Public Relations Specialist
June 2019 – July 2020 | Memphis, TN
- Researched, strategized, and coordinated web content development critical to digital campaigns for over 20 clients monthly
- Initiated, developed, and managed a database of over 200 clients used throughout our department and for training
- Represented, created email content, and outreached for >6 clients weekly

ASAP+ | Business Development and Marketing Intern
February 2018 – June 2018 | Shanghai, China
- Covered digital performance analysis, brand positioning, social media communication, e-commerce approach, user & traffic flow, CRM functionality for consumer analytics, SEO/SEM strategy and campaign planning
- Preformed bilingual quantitative & qualitative research for clients while coordinating with the creative department for seamless integration of proposed strategic propositions
- Created strategy presentations and pitches alongside support from the account team
- Translated and localized digital content, pitches, and KOL videos
- Wrote and optimized monthly Chinese digital landscape content for the company

Volunteer work
Travis County Tax Assessor-Collector │Volunteer Deputy Registrar
December 2023 – Present | Austin, TX
- Registers citizens to vote

The Global Disinformation Lab at the University of Texas at Austin (GDIL) | Student Researcher, Cyber Pacific
August 2023 – December 2023 | Austin, TX
- Investigated cyber news and policies regarding ASEAN countries and Taiwan
- Coded relevant and verifiable cyber attacks in ASEAN and Taiwan weekly
- Contributed to monthly cyber newsletter by summarizing assigned countries' most important attacks