

Cid Decatur

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Research Interests

Media-psychology, media-effects research, and computational social science. Impact of social digital content on human behavior and attitudes.

Education

Cornell University - Ithaca, NY

August 2019 to May 2022

- B. S. (expected) in Communication
- *GPA: 3.90*

University of Delaware - Newark, DE

August 2018 to May 2019

- Mass Communication and Media Studies
 - *GPA: 3.94*
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Research Experience

Cornell University *Social Media Lab* - Ithaca, NY

August 2020 to Present

Working with qualitative social science methods

- Research Assistant for *Parent Study*
 - Mapping underage user journey for dating applications
 - Conducted literature review
 - Theorized framework of stakeholder response to child's digital harms
 - Constructed schedule and plan for submission of paper
- Research Assistant for *TikTok Study: The "Algorithmized" Self*
 - Conducted, transcribed, analyzed, and coded for 15 qualitative interviews
 - Trained undergraduate students in interview procedures
 - Explored the use of Tik Tok as social currency content in social circles

Cornell University, *Honors Thesis Research* - Ithaca, NY

June 2021 to Present

Research Advisor: Dr. Drew Margolin

- Conduct content analysis of the YouTube gaming space within the *Smash Brothers* community
 - Proposed analysis of YouTube videos with a novel viewership model based on uses and gratifications theory, dual screening, and passive spectatorship
- Build machine learning functions to gather viewership metrics for exploration of impact on consumers
 - Take Johns Hopkins R programming courses for data science
 - Build machine learning program to automatically process high volume of YouTube content

Thrive LOUD Podcast, *Intern*

January to May 2021

Lou Diamond

- Gathered podcast listener data over time for a chapter of an upcoming book
- Produced podcasts based on interviews with global leaders of industry

Honors and Awards

Dean's List, Cornell University:

- Fall 2019
- Spring 2020 (Official Dean's List canceled, still fell within requirements for other semesters)
- Fall 2020
- Spring 2021

Dean's List, University of Delaware

- Fall 2018
- Spring 2019

Red Key Athlete Honor Society

August 2021 to Present

- Nominated for membership by university-wide coaches based on leadership qualities and academic success.
- Involves coordinating community service events.

Captain's Award

May 2021

- Selected by captains and coaches of Cornell lightweight rowing team for outstanding dedication to teammates and performance.

Relevant Coursework

Research Methods in Communication Studies

Networks and Social Capital

Intro to Design and Programming for the Web

Social Behavior and Technology

Science Writing for Media

Media Communication

Leadership Experience

Lightweight Rowing

August 2018 to Present

- Training twice a day, for a total of 11 sessions, 25 hours a week
- Committed to discipline necessary for a championship-level program
- I do my team's gear laundry as servant leadership

Teaching Assistant

August to December 2020

Media Communication (Dr. Lee Humphreys)

- Graded assignments and met with students to assist in academic improvement
- Worked closely with professor to coordinate class materials

Big Red Leadership Institute

August 2019 to Present

- Learned tactics for personal development of leadership style through athlete workshops

Cayuga's Watchers

August 2021 to Present

Vice President of Outreach

- Participating in an executive board for students organizing sober monitors at Cornell parties
- Recruited approximately 50 students to roster of trained watchers

Snowboard Instructor

November 2020 to Present

- Specialize in early development athletic coaching
- Certified by American Association of Snowboard Instructors
- Built learning environment for fearful students