

# Big Data in Psychological Research: Opportunities and Challenges

**SPEAKER: PROFESSOR HSIU-TING YU**  
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**Date** : 6 June 2023 (Tuesday)  
**Time** : 3:00 pm – 4:00 pm  
**Venue** : Rm 1106, Li Dak Sum Yip Yio Chin Academic Building  
**Moderator** : Dr. Dannii YEUNG (Associate Professor)  
**Language** : English

## Abstract

This presentation discusses the opportunities and challenges that researchers in the field of psychology and social science are facing during the era of big data. The traditional data theories and research methodologies employed in these fields are reviewed and evaluated. The talk also explores the various ethical considerations and challenges that arise in big data research, including representativeness, aggregation/disaggregation, data archiving, and data linkage. Furthermore, the presentation highlights the potential opportunities that utilizing big data can bring to psychological research and provides application examples to illustrate this point. Finally, this talk concludes by discussing future research directions for big data in the field of psychology or social science.



## Biography

Hsiu-Ting Yu is a Professor in the Department of Psychology at National Chengchi University in Taiwan. She received her PhD in Quantitative Psychology from the University of Illinois at Urbana-Champaign and completed her post-doctoral research at Leiden University between 2007 and 2009. From 2009 to 2016, she worked at McGill University. Professor Yu's research interests center on the development and application of advanced quantitative methods for analyzing data in the fields of psychology and education. Her recent research includes multilevel modeling, latent class analysis, psychological network modeling, and various methodological issues in data science.

***ALL ARE WELCOME***

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