



Li Lin, '13
People Research Scientist, Facebook

As Li Lin has progressed through her career, she has discovered an interest in research. Now, she utilizes the skills she learned while at OU, first graduating with a degree in professional writing and psychology in 2013 then a Ph.D. in industrial-organizational psychology in 2018, as a people research scientist at Facebook. She shared how the skillset she built in Gaylord College has aided her in a data-heavy role, some advice for current students and more.

What is your favorite memory from your time at Gaylord College?

I worked at the Oklahoma Scholastic Media, whose mission was to promote journalism in high schools in Oklahoma. I remember spending a lot of time in the office (second floor, right wing), where we would have free soft drinks and office snacks. We also had a lot of fun organizing spring and fall events, where we would invite high school students from all over Oklahoma to visit OU and

technical information to non-technical audience. I think the skills and experiences that I gained from Gaylord College have really helped advance my career in that aspect.

What do you consider to be the most significant moments of your career so far?

Looking back, there were several key moments. I think deciding to accept a job in New York has opened another set of doors for me.

How did Gaylord College prepare you for your future career?

Taught me how to write and communicate in a way that the mass audience can understand the results of a technical research study! I think the ability to sort through a sea of information and find the most critical, relevant and impactful message requires a lot of training and practice. I got those from the Gaylord College. I also had my first media-related office

receive recognitions for their achievements in journalism.

Do you have a favorite faculty/staff member at Gaylord?

All of them were really helpful to me. It's hard to pick just one. My writing lab instructor, Jeremy Cowen, was truly inspiring, encouraging and helpful. One time, he organized a barbecue for his students to celebrate the end of the semester, and that was really fun!

How did your career path lead you to Facebook?

I went on to get a Ph.D. in industrial-organizational psychology after I graduated with my bachelor's in 2013. I graduated with my Ph.D. in 2018. With the knowledge, skills and experiences that I gained while at OU, I was able to find a position as a senior analyst at a Fortune 500 company in the food and beverage industry. As I grow in my career, I realized that I really enjoy the research aspect of my work. Facebook offered me a people research scientist position, and here I am! Throughout my career, people were impressed by my concise writing style and headline-writing skill. I often tell them I got it from my journalism days!

Describe your role at Facebook.

I work with quantitative data for the most part. I design and carry out research studies in the HR space. About half of my job involves coding data, performing statistical analysis and interpreting results of research studies. The other half involves stakeholder communication, research report write-ups and presentations. Aside from what some people may refer to as "hard skills," one of the most critical aspects of my role is knowing how to communicate

job, semester-long internship and summer internship while finishing up my degree at Gaylord College. None of that would have been possible without the help from dedicated staff and faculty at Gaylord.

What advice would you give to current students aspiring to a career in mass communication?

Communication is a critical component of human-to-human interaction. Knowing how to communicate effectively is a skill that will be important in any career path that you choose. I would advise students to find internships and other opportunities that would allow you to practice those skills early on in your career.

What do you do for fun outside of work?

Outside of work, I volunteer for a professional network that I am a member of. Before COVID, I enjoyed going around New York City and trying out different restaurants. I also enjoy hiking and spending time with family.

Are there any other organizations or projects you're involved with outside of your full-time job that you want to highlight?

I am a member of the Society for Industrial-Organizational Psychology. Recently, I volunteered to write an article about ethics of professional practices. The article is published on the organization's website. I am also working toward publication for some of the research work that I did back in school. I believe it is never too late to be working on what excites you, whether it is a research article or a novel. For me, research and writing are my lifelong passions.



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