

# **Dan Li, Ph.D.**

**Research Associate at IDEA**

Manhattan, KS, US

Dan Li wrote her dissertation on parental mediation of children's television viewing.

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## **Biography**

Dan grew up in China and moved to Milwaukee in 2003 to pursue her M.A. in mass communication at Marquette University. After earning the degree in 2005, she attended Northwestern University for her Ph.D. in media, technology, and society. While working on her dissertation on parental mediation of children's television viewing, Dan moved to Manhattan and joined the IDEA Center research team in 2011. Having spent most of her life in metropolitan areas, Dan enjoys the peaceful atmosphere in Manhattan and looks forward to stargazing in the summer.

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## **Industry Expertise**

Education/Learning, Research

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## **Areas of Expertise**

Higher Education, Program Development, Distance Learning, Adult Education, Survey Design, Communications, Survey Research, Statistical Analysis, Outcomes Assessment

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## **Affiliations and Past Experience**

Association for Institutional Research : Member

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## **Education**

**Northwestern University**

PhD Media, Technology, and Society

**Marquette University**

MA Mass Communication

**Huazhong University of Science and Technology**

BA Journalism

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