SOUTHERN CALIFORNIA CHAPTER
OF THE AMERICAN STATISTICAL
ASSOCIATION

KICK-OFF MEETING

Date and Time: Saturday, December 2, 10:30 AM – 2:30 PM
Location: Segerstrom Science Center, Room 162, on the West Campus of Azusa Pacific University (APU), at this address: 675 E Foothill Blvd, Azusa, CA 91702 (circled in red on the map)

Parking: Free
Cost: Free
Registration: Please register at https://www.eventbrite.com/e/scasa-kick-off-meeting-tickets-754219369437?aff=oddtdtcreator for an accurate head count for the lunch order. If the capacity of Eventbrite.com exceeds 25 tickets, please email annayulee1@gmail.com directly.

Agenda:

10:30 – 11:30 AM talk by Jacob Rode “Meta-analysis as a tool to address complex problems: An example on climate change perceptions and overview using R”

11:30 – 11:45 AM break
11:45 AM – 12:30 PM talk by Chong Ho (Alex) Yu “From traditional statistics to modern data science and machine learning”

12:30 – 1:30 PM lunch

1:30 – 1:35 PM book raffle (must be present to win)

1:35 – 2:30 PM SCASA Business Meeting

Presenter’s Bio: Dr. Jacob Rode

I am an Instructional Assistant Professor at Chapman University, where I teach research methods, senior seminar, and psychology for sustainability. I received a BA from Johns Hopkins University and a PhD in social psychology from the University of California, Irvine. My research sits at the intersection of sustainability and psychology, investigating topics in sustainability from a social-psychological perspective.

Abstract

Despite the evidence of the impacts of climate change, society remains slow to address it. Researchers interested in climate change communication have investigated how people respond to messages about it, leading to an abundance of studies from a variety of disciplines. Therefore, meta-analysis can be a particularly valuable tool for providing insight into the effectiveness of these messages. In this talk, I will describe how meta-analysis can answer questions about climate change perceptions, including: which messages are effective, which perceptions are most malleable, and whether skepticism is more easily induced than belief. I will overview the basics of conducting meta-analysis in R using the metafor and robumeta packages. Additional considerations in meta-analysis will be discussed, such as handling dependent effect sizes.

Presenter’s Bio: Dr. Chong Ho (Alex) Yu

Chong Ho Yu is Professor and Program Director of Data Science at Hawaii Pacific University. He won the SAS Faculty Scholarship three times and also is the winner of the 2021 Outstanding SAS Educator. His research profile can be found at https://scholar.google.com/citations?user=mdGny3EAAAAJ&hl=en
Abstract
This talk, which is based on my book “Data Mining and Exploration: From Traditional Statistics to Modern Data Science,” aims to discuss similarities and differences between classical statistics and data science, as well as the transition from one to the other. Indeed, the two are not at odds with each other. For example, data science can help generate hypotheses and discover correlations efficiently with large datasets, whereas traditional statistics is better suited for validating causal relationships. Specifically, researchers can combine automated data mining techniques and traditional structural equation modeling to explore alternate causal paths.

For hierarchical, nested data, multi-level models like hierarchical linear modeling (HLM) are preferable to handle the data structure properly. This demonstrates the continued relevance of traditional techniques for certain data types. In addition, while large datasets necessitate big data analytics, traditional stats may still be suitable for smaller data. Because there is overlap and continuity between data science and traditional stats, using them together in a complementary fashion provides a more holistic understanding compared to using either approach alone.

Lunch Menu (boxed lunches)

<table>
<thead>
<tr>
<th>Signature Sandwiches Choice</th>
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<tbody>
<tr>
<td>□ Ham and swiss sandwich: dijonaise, arugula, ciabatta, tomatoes, pickled red onions - per person</td>
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<tr>
<td>□ Roasted veggie wrap (V, VG, GF): roasted peppers, zucchini, squash, eggplant, avocado, caramelized onions, aioli, spinach wrap - per person</td>
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<tr>
<td>□ Caprese sandwich (VG): mozzarella, heirloom tomato, arugula, balsamic reduction, olive oil, focaccia - per person</td>
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<td>□ Club roasted turkey sandwich: blistered tomatoes, lettuce, avocado, bacon, sourdough - per person</td>
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<tr>
<td>□ Roast beef sandwich: horseradish cream, sharp cheddar, mayonnaise, tomatoes, red onion, focaccia - per person</td>
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Books for Raffle