



# Dr. Kaiyang Qin

POST-DOC RESEARCHER

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## About Me

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I am currently serving as a postdoctoral researcher in the ASCoR. Collaborating with Dr. Eline Smit and Dr. Saar Mollen, my research delves into the intricate relationship between individuals' social media usage and their exposure to food-related content. To do this, we have employed a multidisciplinary approach, including a novel data collection method known as data donation. In collaboration with esteemed researchers from Amsterdam UMC and the School of Law at the University of Amsterdam, our objective is to unravel the intricate connections between social media engagement and individuals' dietary content exposure, ultimately shedding light on the underlying mechanisms at play.

## Publications (Journal articles)

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1. Qin, K., Marien, H., Custers, R., & Aarts, H. (2023). Environmental control of social goals: Using pavlovian-to-instrumental transfer to test cue-based pro-self and pro-social outcome responses. *Royal Society Open Science*, 10(1). <https://doi.org/10.1098/rsos.220660>
2. Qin, K., Marien, H., Custers, R., & Aarts, H. (2023). From action initiation to persistence: A pavlovian-to-instrumental transfer analysis for cue-based goal pursuit. *Motivation Science*. <https://doi.org/10.1037/mot0000298>
3. Qin, K., Marien, H., Custers, R., & Aarts, H. (2023). How the environment evokes actions that lead to different goals: The role of object multi-functionality in pavlovian-to-instrumental transfer. *Current Psychology*. <https://doi.org/10.1007/s12144-023-04612-2>
4. Hu, Y., Liu, T., Song, S., Qin, K., & Chan, W. (2022). The specific brain activity of dual task coordination: A theoretical conflict-control model based on a qualitative and quantitative review. *Journal of Cognitive Psychology*, 35(1), 88–109. <https://doi.org/10.1080/20445911.2022.2143788>
5. Qin, K., Marien, H., Custers, R., & Aarts, H. (2021). Environmental control of human goal pursuit: Investigating cue-based forced responses in a Pavlovian-to-instrumental transfer paradigm. *Motivation Science*, 7(3), 281–290. <https://doi.org/10.1037%2Fmot0000219>
6. Pang, H., Qin, K., & Ji, M. (2021). Can social network sites facilitate civic engagement? Assessing dynamic relationship between social media and civic activities among young people. *Online Information Review*, 46(1), 79–94. <https://doi.org/10.1108/oir-10-2020-0453>
7. Qin, K., Xie, N., Tang, Y., Wong, L., & Zhang, J. (2019). Perceived Parental Attitude toward Sex Education as Predictor of Sex Knowledge Acquisition: The Mediating Role of Global Self Esteem. *Current Psychology*, 38(1), 84–91. <https://doi.org/10.1007/s12144-017-9578-8>
8. Qin, K., Tang, Y., & Wng, L. (2017). The influence of parents' attitude towards sex education on adolescents' sexual knowledge in chongqing. *Chinese Journal of School Health*, 38(04), 512–515.

## Publications (In preparation)

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1. Zhu, J., Qin, K., Liu, F., & Hu, Y. (n.d.). *Investigating the effect of mortality awareness on effort willingness: A big data analysis of covid-19 and the 'lying flat' movement on weibo.*
2. Kroon, B., Kerti, K. A., Qin, K., & Yuan, S. (n.d.). *"Package deals" and "money trap": Exploring the role of othering in employment practices and migrants' life satisfaction.*
3. Qin, K., Mollen, S., Waterlander, W., & Smit, E. (n.d.). *Social perception going online:exploring the impact of social media food content exposure on perceptions of food norms.*
4. Qin, K., Mollen, S., Waterlander, W., & Smit, E. (n.d.). *Mapping digital food environment on social media.*

## Education

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### Hubei Normal University

BACHELOR OF APPLIED PSYCHOLOGY

2010-2014

### Southwest University (China)

MASTER OF APPLIED PSYCHOLOGY

2014-2017

### Utrecht University

PH.D. CANDIDATE

2017-2022

## Presentations

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### Inspiring generations event

MAPPING FOOD ENVIRONMENT ON YOUTUBE

University of Amsterdam

2023

### ISBNPA 2023

MAPPING FOOD ENVIRONMENT ON SOCIAL MEDIA A DATA DONATION APPROACH

Uppsala University

2023

### Healthy Future Seminar

TOWARDS A HEALTHY FOOD FUTURE

University of Amsterdam

2023

### Kurt Lewin Institute Conference 2022

ON THE REPRESENTATION OF CUE-BASED GOAL-DIRECTED BEHAVIOR: THE ROLE OF OBJECT MULTI-FUNCTIONALITY IN PAVLOVIAN-TO-INSTRUMENTAL TRANSFER

Conference Centre Woudschoten,  
Zeist

2022

### Associatie van Sociaal Psychologische Onderzoekers 2021

HOW THE ENVIRONMENT TRIGGERS GOAL-DIRECTED SOCIAL BEHAVIOR: TESTING PAVLOVIAN-TO-INSTRUMENTAL TRANSFER OF PRO-SELF AND PRO-SOCIAL OUTCOME RESPONSES

Tilburg University

2021

### Chinese Association for Psychological & Brain Science 2019

THE ROLE OF MOTIVATION IN SPECIFIC PAVLOVIAN-INSTRUMENTAL TRANSFER (PIT) EFFECTS

Utrecht University

2019

### The 1st Dutch Chinese Psychological Statistics Symposium

WEB SCRAPING THROUGH RSELENIUM

Utrecht University

2019

### New Directions in Psychology of Behaviour Change Conference

MEASURING IMPULSIVE REACTIONS TO CUED INCENTIVES IN A NOVEL PAVLOVIAN INSTRUMENTAL TRANSFER PARADIGM

Radboud University Nijmegen

2018

### Conference and Annual Convention of Taiwan Applied Psychology Association

A PRELIMINARY STUDY ON THE CO-MORBIDITY AND INTERVENTION OF ONLINE GAMING ADDICTION

taichung city Chung Shan Medical  
University

2016

## Supervision (Bachelor or Master thesis)

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1. Voskuil, K. (2019). *Immediate versus delayed reward in pavlovian-to-instrumental transfer* [Master's thesis].
2. Bekerom, L. van den. (2018). *Reward cues facilitate goal-directed behavior: Using response interference for measuring specific pavlovian-to-instrumental transfer* [Bachelor's thesis].

## Teaching

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### Digital analytics

MASTER COURSE

Guest lecturer

### Research methods tailored to the thesis

MASTER COURSE

lecturer

### Statistical modeling for communication research

BACHELOR COURSE

lecturer

## Skills

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### **R language**

R package development: *R package (paperdigger); R package (atables)*

R shinyapp development: *A web app for facilitating Meta-analysis*

R web scraping: *Web scraping Chinese netizen's attitude toward Psychology (in Chinese)*

### **Javascript**

Build online experiment: *Demo experiment using Jspsych*

### **Python**

Front-end development: *A data donation website*