

Xiu Yang Kooi

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EDUCATION

University of Manchester

Sept 2026 - Present

Master of Research (MRes) Experimental Psychology with Data Science

University of St. Andrews

Sept 2021 - Jul 2025

Master of Arts (MA) Psychology (First-class honours)

RESEARCH EXPERIENCE

Singapore Management University (SMU)

Remote

Research Assistant (Supervisor – Dr. Qiyang Zhang)

Sept 2026 – Present

- Helped develop an academic framework and **interactive app** detailing global governance for **AI** and **mental health policies**.
- Conducted **policy coding** for over **190** countries using search engine strings and manual review of regulatory guidance, government acts, laws, and policy proposals.

University of St. Andrews

St. Andrews, Scotland

Undergraduate Dissertation (Supervisor – Dr. Akira O'Connor)

Sept 2024 – May 2025

- Recruited and tested 40+ participants for an experimental study examining cognitive impacts of social media platform use.
- Coded pilot experiment in **Python** using **Pygame** module; collaborated with supervisor to code final version in **MATLAB** using Psychophysics Toolbox. Conducted statistical analysis using **repeated-measures ANOVA** in **Excel** and **SPSS**.

Penang Institute

Georgetown, Penang

Research Intern (Supervisor - Ooi Wooi Leng)

June 2024 – August 2024

- Contributed research support across 6 **socioeconomic** projects, including literature reviews, presentation development, and quality assurance tasks.
- Collaborated on **UNICEF**-partnered two-wave survey study examining socioeconomic conditions of low-income households in Penang, Malaysia.

TEACHING EXPERIENCE

VBEST Sdn Bhd.

Georgetown, Penang

Full-time IGCSE Tutor

Sept 2025 – Sept 2026

- Taught **Mathematics**, **Science**, and **English first language/second language** to 50+ students (KS2-KS4/IGCSE level), managing 4-5 classes daily with up to 10 students per session.

OUREACH EXPERIENCE

Community Management Council (MPKK)

Georgetown, Penang

Chairman of infrastructure and communications

Jan 2026 – Present

- Managed **grassroots initiatives** involving council representatives and Members of Parliament
- Organized stakeholder dialogue sessions for Penang's urban rail development involving **MP Sim Tze Tzin**, subway developers, and 50+ residents.

Freelance Content Creator

St. Andrews, Scotland

Instagram account [@st.andrews.slander](https://www.instagram.com/st.andrews.slander)

Dec 2024 – Present

- Managed a UK based entertainment Instagram account achieving over **8000+ followers**, **300+ posts**, and all-time high of **3.5+ million average monthly views** within 1 year.

- Created 12 viral posts with more than **1 million views**, **100k likes**, and **1000+ comments**, with best performing content garnering **8.6+ million views** and **300k+ likes**.

USTA Badminton Club

Wellbeing officer

St. Andrews, Scotland

Sept 2024 – May 2025

- Received 100+ hours of training in recognizing **mental health issues**, advising on **mental health services**, **suicidal communication**, and **conflict resolution**.

ACADEMIC AWARDS

Best Cognitive Psychology Presentation Award (BPS Undergraduate Conference 2025)

(Selected among 200+ presenters at the BPS Undergraduate Conference Scottish Branch 2025)

Deans' List for academic years 2022/23, 2023/24, 2024/25

(Awarded to students who average first-class grades across all modules across the academic year)

Certificate of Commendation for outstanding performance in First Year Psychology (Arts)

(Awarded to the top performing student in First Year Psychology)

PROJECTS

TikTok and cognitive load: the effects of short-form videos on recognition memory (2024)

- Conducted an in-person experiment testing how TikTok, YouTube and reading affected people's recognition memory. To do so, an Old-New recognition test was coded in both Python and MATLAB, and data analysed using SPSS. To learn more, visit this [GitHub](#) and [Website](#) page.

Investigating inequalities in global media attention on r/politics (2026)

- Conducted a study to validate Ethan Zuckerman's Global Attention Profile (GAP) model for country's visibility on Reddit. To do so, I collected Reddit data for 30 countries and did a multiple regression analysis on Python. To learn more, visit this [GitHub](#) and [Website](#) page.

CONFERENCES

Kooi, X.Y. (2025 March 29). TikTok and context switching: The effects of short-form videos on recognition memory. [Oral presentation]. BPS Scottish Branch Undergraduate Conference 2025, Abertay, Scotland.

CERTIFICATIONS

freeCodeCamp

Python certification

- Completed a 300+ hour course on **Python**, including 5 projects and one final exam across topics for **Object Oriented Programming (OOP)**, **Algorithms**, **Data Structures**.

Scientific programming with Python certification

- Completed a 300+ hour course on scientific programming, including 5 projects on **recursion**, **probability modules**, **OOP**.

SKILLS

Language: English (Fluent), Mandarin (Fluent), Bahasa Malaysia (Intermediate)

Technical: Python, RStudio, MATLAB, HTML, WordPress, G*Power, IBM SPSS, ANOVA, MANOVA, JASP, Gorilla, Wondershare Filmora, Capcut (portfolio available upon request)