

A Z D R E N C O M A

Quantitative Social Scientist | Survey Methodologist

azdren.coma@wsu.edu | cell:732-890-4805 | azdrencoma.com | linkedin.com/in/azdren/

EDUCATION

Doctor of Philosophy, Sociology

Washington State University, Pullman, WA (2025)

- Dissertation: "*Understanding Climate Change Mitigation and Adaptation Policy Support in the United States*"

Master of Arts, Sociology

Washington State University, Pullman, WA (2021)

- Thesis: "*Testing the Relationship Between Political Cueing and Environmental Opinion*"

Bachelor of Arts, Sociology (Magna Cum Laude, High Honors)

Rutgers University, New Brunswick, NJ (2016)

- Minor: Social Justice

RESEARCH & TEACHING INTERESTS

Environmental sociology, research methods (survey methodology, experimental methods, quantitative analysis), political polarization, gender, inequality.

PEER-REVIEWED PUBLICATIONS

Coma, Azdren, Erik W. Johnson, and Philip Schwadel. 2024. "Elite Cueing, Gender, and the Partisan Gap in Environmental Support." *The Sociological Quarterly*, 65(4) doi.org/10.1080/00380253.2024.2347917

Johnson, Erik W., **Azdren Coma**, and Sam Castonguay. 2023. "Characteristics of Large Environmental Nonprofits That Identify Climate Change and Social Justice as Focal Concerns." *The Nonprofit and Voluntary Sector Quarterly*. doi.org/10.1177/08997640221138264

WORKING PAPERS

From Subjectivity to Intersubjectivity: Reviving Elo Rankings for Measuring Subjective Social Concepts.

Co-author: Dr. Seon Yup Lee

This paper presents a case for integrating the Elo ranking system – traditionally used for things like chess rankings – into social science survey methods to improve the measurement of subjective social concepts. By adapting Elo rankings for survey-based research, we suggest that this approach addresses the limitations of traditional methods like Likert scales, enabling more reliable, intersubjective rankings for complex social constructs such as job difficulty or perceived risk.

Status: presented at the American Association for Public Opinion Research (AAPOR) conference 2025.

The Sociology of Supererogation - How Heroic Acts Indicate the Presence of Broader Systemic Problems.

Co-author: Dr. Seon Yup Lee

This study introduces a sociological framework for examining supererogation—or heroic acts—as a lens to uncover problematic systemic gaps in social structures. By analyzing acts that go beyond the duty of individuals, we highlight how these moments reveal flaws within institutions and explore mechanisms to reduce dependency on such acts, promoting a more resilient social order.

Status: Data collection complete. Anticipated submission in January/2025.

Stop, Wait a Minute: The Effect of Mandatory Breaks in Surveys of Online Panel Respondents. Co-

author: Dr. Seon Yup Lee

The study explores the impact of mandatory short pauses in online surveys on response quality. With growing reliance on crowdsourcing platforms like Prolific for social research, concerns persist regarding data quality due to cognitive burdens such as lengthy or complex surveys. This research tests the efficacy of a 30-second mandatory pause featuring natural imagery, hypothesizing that it may alleviate cognitive load, potentially improve honesty, attention, and response reliability, or have no significant effect. Using a two-group experimental design, 2,256 respondents were surveyed about environmental policies, comparing results between pause and non-pause condition. The study evaluates whether the added cost of the intervention enhances data quality across measures such as internal reliability, self-reported honesty, and attention check accuracy. *Status:* Data collection is complete. The manuscript is being prepared for submission to a journal.

Creating Belonging in Retail Spaces: How Non-White Names Impact Customer Loyalty.

This study explores how personalized service practices – such as calling customers by their given name – influence the sense of belonging for individuals with non-white or foreign-sounding names. By investigating the effects of name recognition on customer interactions, this research highlights how businesses may unintentionally alienate certain customers and impact their loyalty. The study emphasizes the importance of cultural sensitivity and inclusivity, proposing that a sense of belonging, fostered by acknowledging one's name, is essential to creating positive customer experiences and building brand loyalty. *Status:* Manuscript drafting phase, preparing for data collection.

NON-PEER-REVIEWED PUBLICATIONS

Essay: **Remembering Don Dillman**, *Sociology News*, WSU – 2024

The Total Survey Design podcast. Creator, producer, co-host. Season 1,2 – 2024 – 2025

- The goal of this project has been to explain the complexities of survey design to a diverse audience, including small business owners, nonprofits, industry professionals, academics, and students. Episodes cover topics ranging from survey utility to sample sizes and question design to total survey error. Episode content includes insightful discussions, expert interviews, and special event coverage.

Learning Guides, published on www.azdrencoma.com/learning-guides/ - 2022 – 2024

- Stata Reference sheet
- Excel Reference sheet
- SAS Reference sheet
- ArcGIS guide
- Zotero guide

Program Evaluation Reports, SESRC – Puget Sound. Some recent publication examples:

- InnovATEBIO 2023-2024 Evaluation Report – August 2024
- 2023-2024 GeoTech Evaluation Report – July 2024
- 2023-2024 AACC Evaluation Report – July 2024
- 2023-2024 Immunotherapy BioHub Evaluation Report – May 2024

TEACHING EXPERIENCE

Instructor of record, Introduction to Sociology – SOC 101, WSU Global – Summer 2024

- Led the online delivery of the course, adapting content to academic and UCORE standards under Dr. Kristin Cutler's supervision.
- Enhanced student engagement through multimedia learning tools, including educational podcasts for each lesson, and maintained active communication via email and online forums.
- Managed course logistics, ensuring timely grading and efficient responses to student inquiries while summarizing academic content for better comprehension.
- Supported alum relations and career readiness initiatives, contributing to the development of departmental goals and student professional growth.

Instructor of record, Juvenile Delinquency – SOC 362, WSU Pullman – Spring 2024

- Developed the curriculum and the digital learning environment for the course, ensuring alignment with academic standards and enhancing student engagement through the strategic use of educational technology.
- Delivered interactive lectures, employing strategies to facilitate comprehension and critical thinking, effectively bridging theoretical concepts with practical applications.
- Designed and implemented comprehensive assessments to measure student learning outcomes, fostering academic rigor and developing practical applications to the material they have learned.

Additional instructor of record courses:

- Society and Technology – SOC 230 – Fall 2023
- Juvenile Delinquency – SOC 362 – Summer 2023
- Sociology of Sport – SOC 245 – Spring 2023
- Introduction to Sociology – SOC 101 – Winter 2022
- Social Deviance – SOC 360 – Summer 2022

Discussion Section Instructor:

Introduction to Sociology – SOC 101 – Spring, Fall 2019

Instructor: Dr. Kristin Cutler

- Facilitated in-person discussion sections, enhancing student understanding and engagement with course materials.
- Developed lectures that reinforced lecture concepts.
- Managed section logistics, including grading and maintaining student records, ensuring academic integrity and timely feedback.
- Provided individual attention to students who needed additional help to be successful in the course.

Teaching Assistant:

- **Criminology** – SOC 361, *Instructor: Jennifer Schwartz* – Fall 2022
- **Quantitative Techniques in Sociology** – SOC 321, *Instructor: Jennifer Schwartz* – Spring 2022
- **Introduction to Sociology** – SOC 101, *Instructor: Erik Johnson* – Fall 2021, Spring 2021, Fall 2020, Fall 2018
- **Sociology of Food** - SOC 336, *Instructor: Sarah Whitley* – Spring 2020

GUEST LECTURES, PRESENTATIONS, AND PUBLIC EVENTS

Paper presentation at AAPOR's annual conference in St. Luis – Spring 2025

- *From Subjectivity to Intersubjectivity: Reviving Elo Rankings for Measuring Subjective Social Concepts.*

Guest lecture for Practicum in Survey Research – SOC 525, *instructor: Dr. Lena Le* – Spring 2025

- *A Holistic Approach to Survey Design*

Guest Lecture for Marketing Research – MKTG 368, *instructor: Dr. Minjoo Kim* – Fall 2024

- *The Fundamentals of Survey Design*

Interview for KPBX-FM Spokane National Public Radio (NPR) affiliate station – June 2024

- *For Republican men, environmental support hinges on partisan identity*

Interview with WSU Insider. – June 2024

- *For Republican men, environmental support hinges on partisan identity*

Guest lecture for Community Center of Struga Municipality, North Macedonia – June 2023

- *The Fundamentals of Survey Design*

Presentation for The Sociology of Criminology – SOC 361, *instructor: Dr. Jennifer Schwartz* – Fall 2022

- *Introduction to the fundamentals of criminology*

Guest lecture for Marketing Research – MKTG 368, *instructor: Dr. Mycah Harrold* – Spring 2022

- *Introduction to Survey Design*

Public Event: WSU Graduate School Meet & Greet Presentations – Fall 2022

- *Introducing the Survey Design Clinic*

Poster presentation, 2022 Academic Showcase Expo, Pullman, WA – Spring 2022

- *The Presence of Climate and Justice Issues Among Major US Environmental Nonprofits*

Public Roundtable Discussion of Local Nonprofit Organizations. – Fall 2021

- *Illegal Landfills and Access to Clean Drinking Water in Struga, North Macedonia*

Conference presentation of a research paper for The Nonprofit and Voluntary Sector Quarterly Symposium on Climate Change and the Voluntary Sector, Online Conference – Fall 2021

- *The Presence of Climate and Justice Issues Among Large US Environmental Organizations*

Presentation at the ASA Section on the Environment, Roundtable, Online Conference – Fall 2021

- *Testing the Relationship Between Political Cueing and Environmental Opinion*

Guest lecture for Introduction to Sociology – SOC 101, *instructor: Erik Johnson* – Fall 2021

- *Environmental Sociology*

Guest lecture for The Sociology of Food – SOC 336, *instructor: Sarah Whitley* – Spring 2020

- *Food Insecurity*

Guest lecture for Social Problem – SOC 102, *instructor: Alana Inlow* – Fall 2019

- *Experimental Methods*

Guest lecture for Research Methods in Sociological – SOC 317, *instructor: Alana Inlow* – Spring 2019

- *The Sociology of Health*

Presentation of Research Poster at Aresty Research Center Symposium, Rutgers University – Spring 2016

- *The Social Influence of Disaster Risk Communication*

Presentation, Departmental Honors Thesis Public Presentation, Rutgers University – Spring 2016

- *The Social Influence of Disaster Risk Communication*

PROFESSIONAL EXPERIENCE

Graduate Research Assistant for the Office of Strategy, Planning, and Analysis, WSU.

Supervisor: Dr. Coleen McCracken – Fall 2024 – Spring 2025

- Serve as part of the System Analytics and Reporting team, managing faculty data and administering the Activity Insight system.
- Support faculty activity reporting and maintain the Activity Insight/Digital Measures system.
- Create reports, develop training materials, and facilitate sessions for faculty and staff.
- Ensure data integrity and validation using SAS and SQL, investigating for completeness and accuracy.
- Collaborate with Institutional Research and participate in team meetings, planning sessions, and training.
- Working on data analysis projects using confidential academic materials, ensuring compliance and accuracy in reporting.
- Ensuring office and training documents are ADA compliant.
- Delivered *Washington State University Needs Report by Campus*, a report using comprehensive, data-driven analysis on food insecurity, housing instability, and healthcare access challenges for the Washington State University Students.

Survey Design Consultant for the Social & Economic Sciences Research Center (SESRC) at WSU – Fall 2021-Spring 2022, Fall 2024-Spring 2025

Supervisor: Thom B. Allen.

- Provide consultation on survey research, guiding clients through the complete survey design process, including research design, question construction, sampling, and data analysis.
- Assisted many clients with sample selection, question and visual design, statistical data analysis, and survey methodology literature reviews.
- Participate in weekly problem-solving meetings with Thom B. Allen, Lena Le, Don Dillman, and the Survey Design Consultation team to address the survey methodological challenges, and client outreach and marketing.
- Collaborate with clients on research design, instrument construction, and data analysis through the SESRC's free Survey Design Clinic.

Research Assistant / Program Evaluator for the Social & Economic Sciences Research Center (SESRC) at WSU – Puget Sound Office. – August 2022 – September 2024

Supervisor: Candiya Mann.

- I have worked on over 35 different projects while at this job, with tasks ranging from survey programming in Qualtrics, survey testing, constructing data visualizations of quantitative data, summarizing qualitative open-ended questions, and drafting reports from the findings to be presented to a more general audience.
- Co-author on over 25 reports.
- Helped standardize procedures by producing Standard Operating Procedures (SOP) files for various tasks, including survey programming, as well as Excel Macros VBA.
- Tackling survey design challenges as a team by coming up with solutions to various survey design and methodological puzzles.
- Collaborated with clients to deliver tailored survey solutions and meet project goals.
- Delivered high-quality results under tight deadlines, excelling in remote work settings.

Data Scientist for the Social & Economic Sciences Research Center (SESRC) at WSU – Summer 2021

Supervisor: Nathan Palmer.

- Produced the report "Washington Recreational Boating Accident Statistics (2021)" for the Washington State Parks Boating Program.
- Under my leadership as project manager, I recruited a colleague to clean and transform 20 years of raw data on Washington State boating accident reports. The data was merged from six different sources. We merged the data into a single file, created a standardization of the process to maintain data integrity, and produced statistics to analyze boating accidents, injuries, and deaths.
- The 56-page report included a regression analysis, 46 different graphs, and 37 tables.
- The Washington State Parks Boating Program presented the findings in this report to Washington State Legislation.

Census Field Supervisor (CFS) for the US Census – Spring – Summer 2020

- Served as a first-level supervisor for a group of approximately 6 to 15 Field Representatives (enumerators) and was responsible for data collection in hard-to-count populations and areas (including homeless populations and those with non-permanent or transient housing) in Spokane, Whitman, and Asotin counties.
- Officially swore in enumerators as official US government workers, training them on survey procedures, population contact, data collection integrity, and standards, as well as safe practices during the COVID-19 pandemic. My obligations included problem-solving in the field, especially with survey refusals and unreachable populations, and negotiating with individuals unwilling to communicate with the Census in the field.
- Gathered information on group quarters, preparing enumerators for the census count. I also canvassed and located difficult-to-reach populations using community resources.

Research Assistant, WSU – Spring 2020

Supervisor: Dr. Erik Johnson.

- Assisted in research for the project *Policy and Legislative Outcomes of Environmental Movements*.
- ProQuest was used to sift through over 4500 articles documenting environmental or climate change-related protests within the United States between 1990 and 2020. I categorized and graphed the protest data, illustrating shifting trends in the US protest focus.

AWARDS AND HONORS

WSU - Nominated for the Excellence in Online Teaching Award – 2024
WMSU - NSF ATE conference funding, approximately \$3000 – 2023
WSU - Don Dillman Fellowship, \$3000 – 2023
WSU - Depew, Ann Madsen Memorial Fund, \$2000 – 2023
WSU - Fred. R. Yoder Graduate Fellowship Endowment, \$2000 – 2023
WSU - Depew, Ann Madsen Memorial Fund, \$2000 – 2022
WSU - Fred. R. Yoder Memorial Graduate Fellowship in Sociology, \$3500 – 2021
WSU - Jeanne Jewett Scholarship, \$2000 – 2021
WSU - Department of Sociology Graduate Student Excellence Award, \$600 – 2020
WSU - The Professional Development Initiative Grammarly Membership – 2020
WSU - Paul and Bessie Landis Scholarship, \$1500 – 2020
WSU - Paul and Bessie Landis Scholarship, \$1500 – 2019
Rutgers – SAS - Henry Rutgers Scholar Award, \$1000 – 2016

- In recognition of the outstanding thesis for the academic year.

Rutgers – Sociology Department – Benjamin Zablocki Prize, \$200 – 2016

- Awarded for exceptional commitment to exploring the sociological imagination.

Rutgers University – SAS Paul Robeson Scholar – 2015–2016

RESEARCH SKILLS AND SOFTWARE

Survey Design: Questionnaire Design, Qualtrics, Prolific, Google Forms, SurveyMonkey

Experimental Methods: Survey Experiments, A/B and hypotheses testing

Quantitative Research Methods: STATA, Excel, Tableau, SAS, SQL, C++

Geographic Information System / Mapping: ArcGIS ESRI

Education Software: peerScholar, mTuner, Canvas, Panopto, Blackboard

Web Design and UX Design: WordPress, Squarespace, SEO & SEM, HTML

Computer-Aided Drafting: CATIA, AutoCAD

COMMUNITY SERVICE

Community Engagement

The Environmental Resilience Commission, Pullman WA – 2023 – 2025

- Appointed by Mayor Glenn A. Johnson, PhD, to serve for a two-year term, Pullman WA.
- Tasks have involved being the lead on a city-wide multi-mode survey to collect the views of the residents of Pullman, WA, on how they want the city government to proceed regarding environmental and climate issues.
- Tasks also included generating actionable items for the Pullman City plan with regard to the environment and climate change.
- Provided discussion on the latest research on the science of climate change.

ASA Student Forum Advisory Board – 2023 – 2025

- The Marvin E. Olsen Student Paper Award Committee.
- Elected committee member – two-year term.

Citizens Climate Lobby – December 2021 – present

- Created graphs of survey data. Provided more concise statistical analysis for a general audience.
- Assisted with editing a report that was presented to the Pullman City Council in September 2022.
- Provided guest lectures on current research on climate change to the CCL.

Academic paper peer-reviews

- Journal of Environmental Studies and Sciences, two reviewed published papers. – 2022, 2023
- Environmental Sociology

Washington State University, Sociology Department

SGSO Global Campus Committee – Spring 2023

- This committee convened to develop a graduate student handbook for teaching a course on the global campus. I was involved with the development of the table of contents of the handbook, as well as writing several sections within the book.

SGSO Graduate Studies Committee – Fall 2022

- Developed a map that shows an "ideal-type" flow-chart towards completing a PhD in sociology at WSU that does not just complete minimum requirements but positions you for success on the job market, built with a research university job as the baseline, but annotations indicate how those intending to pursue a teaching college position or a job outside of academia might differ.

SGSO Louis Gray Award Committee – 2020-2021

- Created and distributed a survey to determine an award recipient and delivered the award.

SGSO Community Service Committee – 2018-2020

- I developed and operated a Graduate-Application mentorship program. The *SGSO Graduate School Application Mentorship Program* paired undergraduate students (especially first-generation students) interested in applying to graduate school with graduate students who volunteer to help and guide them through the application process.
- I have gathered and distributed all supplemental materials intended to assist undergraduates throughout the application process, including developing an application timeline, providing guidance for application essays, resources for the GRE, and more.

Washington State University

University Appeals Board (Student Conduct Board) – 2019-2021

- I reviewed University Conduct Board hearings that have been appealed, with cases including violations of academic integrity, Title IX violations, and other violations of school policies.
- All Appeals Board members have been through a selection process and go through yearly training on due process, the burden of proof, cultural competency, implicit bias, and more.

GPSA Research Exposition Judge – Spring 2020

North Macedonia

Struganët për Strugën / Стружани за Струга, co-founder – 2017 –2021

- NGO, Struga, North Macedonia. Tackling environmental justice issues, organizing petitions, protests, media events, and meetings with local political leadership.
- Applying observations from academic literature on organization and social movements.

ACADEMIC MEMBERSHIPS AND AFFILIATIONS

American Association for Public Opinion Research (AAPOR)

American Sociological Association (ASA), Environment and Tech Section