

## ACADEMIC POSITION

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### Northwestern University

Evanston, IL

Assistant Professor (Tenure Track), Department of Communication Studies, School of Communication Sept 2023 –

Co-PI, Computer Vision & Multimodal Communication Lab

Core faculty, Media, Technology, and Society (MTS)

Core faculty, Technology and Social Behavior (TSB)

Faculty Affiliate, Center for Communication & Public Policy (CCPP)

Faculty Affiliate, Artificial Intelligence at Northwestern (AI@NU)

## EDUCATION

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### Stanford University

Stanford, CA

Ph.D. in Communication

2017–2023

Ph.D. Minor in Political Science

Committee: Jennifer Pan (Chair), Jeff Hancock, Angèle Christin, Yiqing Xu

### Stanford University

Stanford, CA

M.A. in East Asian Studies

2015–2017

### Tsinghua University

Beijing, China

B.A. in Journalism (graduated with honors)

2011–2015

### University of Michigan

Ann Arbor, Michigan

Certificate in Inter-university Consortium for Political and Social Research (ICPSR) Program

2016

## PEER-REVIEWED PUBLICATIONS

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- [13] Qian, S., **Lu, Y.**, Peng, Y., Shen, C. & Xu, H. (2024). Convergence or divergence? A cross-platform analysis of climate change visual categories, features, and user engagement on Twitter and Instagram. *Public Relations Review*. Online First in March 2024.
- [12] **Lu, Y.**, & Peng, Y. (2024). The Mobilizing Power of Visual Media Across Stages of Social-Mediated Protests. *Political Communication*. Online First in February 2024.
- [11] Chen, K., **Lu, Y.\***, & Wang, Y. (2023). Unraveling China's digital traces: evaluating communication scholarship through a sociotechnical lens. *Chinese Journal of Communication*. Online First in October 2023. [\*co-first author]
- [10] Christin, A., & **Lu, Y.** (2023). The Influencer Pay Gap: Platform Labor Meets Racial Capitalism. *New Media & Society*. Online First in April 2023.
- [9] Peng, Y., **Lu, Y.\***, & Shen, C. (2023). An Agenda for Studying Credibility Perceptions of Visual Misinformation. *Political Communication*, 40(2), 225-237. [\*co-first author]
- [8] **Lu, Y.**, & Shen, C. (2023). Unpacking Multimodal Fact-checking: Features and Engagement of Fact-checking Videos on Chinese TikTok (Douyin). *Social Media + Society*, 9(1).
- [7] Chen, A., **Lu, Y.\***, Chen, K., & Ng, A. (2023). Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China. *The International Journal of Press/Politics*. Online First in February 2023. [\*co-first author]

- [6] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022). How Information Flows from the World to China. *The International Journal of Press/Politics*. Online First in August 2022.
- [5] **Lu, Y.**, & Pan, J. (2022). The Pervasive Presence of Chinese Government Content on Douyin Trending Videos. *Computational Communication Research*, 4(1), 68-97.
- [4] Muise, D., **Lu, Y.**, Pan, J., & Reeves, B. (2022). Selectively localized: Temporal and visual structure of smartphone screen activity across media environments. *Mobile Media & Communication*, 10(3), 487–509.
- [3] **Lu, Y.**, Pan, J., & Xu, Y. (2021). Public Sentiment on Chinese Social Media during the Emergence of COVID-19. *Journal of Quantitative Description: Digital Media*, 1, 1-47.
- [2] **Lu, Y.**, & Pan, J. (2021). Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility. *Political Communication*, 38(1-2), 23-54.
- [1] Reeves, B., Ram, N., Robinson, T. N., Cummings, J. J., Giles, C. L., Pan, J., [...] **Lu, Y.**, et al. (2021). *Screenomics: A Framework to Capture and Analyze Personal Life Experiences and the Ways that Technology Shapes Them*. *Human-Computer Interaction*, 36(2), 150-201.

## BOOK CHAPTER

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- [1] Peng, Y., & **Lu, Y.** (2023). Computational Visual Analysis in Political Communication. D. Lilleker & A. Veneti (eds.), *Research Handbook on Visual Politics*. Edward Elgar.

## UNDER REVIEW

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- [2] Hanley, H., **Lu, Y.\***, & Pan, J. (Extended abstract accepted, full manuscript under review). Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War. *Political Communication* [\*co-first author]
- [1] Divon, T. & **Lu, Y.** (Extended abstract accepted, full manuscript under review). (In)Visible Politics: Influencers on TikTok and Douyin as State Brokers, *Convergence*

## SELECTED WORKS IN PROGRESS

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- [4] **Lu, Y.** Performative Propaganda Engagement: How Online Celebrity Fandom Engages with State Propaganda in China (Extended abstract accepted), *Political Communication*.
- [3] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. Propaganda in the Digital Age: A Decentralized Model on Douyin (Manuscript in preparation).
- [2] Pan, J., **Lu, Y.\***, & Chen, A. Narratives of the Ukraine War on Chinese Social Media. (Manuscript in preparation). [\*co-first author]
- [1] Peng, Q., **Lu, Y.**, & Peng, Y., Shen, C., & Qian, S., Liu, Z. & Liu X. A First Analysis of the Misinformation Potential of AI-Generated Images: A Cross-platform Investigation of Their Content, Context, and Impact. (Manuscript in preparation).

## AWARDS & HONORS

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| • Top Student Paper Award, Political Communication Division, International Communication Association | 2023      |
| • Stanford Human-Centered Artificial Intelligence (HAI) Graduate Fellowship                          | 2022–2023 |
| • Stanford Institute for Research in the Social Sciences (IRiSS) Dissertation Fellowship             | 2022–2023 |
| • Stanford Computational Social Science Fellowship   | 2020–2021 |

• Stanford Graduate Fellowship in Science & Engineering	2017–2021
• Stanford Asia Pacific Scholar Fellowship	2016
• Stanford Freeman Spogli Institute for International Studies (FSI) Global Policy Fellowship	2016
• Stanford Silas Palmer Research Fellowship	2015
• Beijing Distinguished Graduate Student Award	2015
• People.cn Best Paper Award (First Prize)	2015
• TECO Green Tech Contest (Bronze Medalist)	2014
• Evergrande Comprehensive Scholarship	2014
• Hang Seng Bank Mainland Scholarship	2013
• Rural Investigation and Studies Award by China Institute for Rural Studies	2013

## GRANTS

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### External

• National Science Foundation (CNS-2150716), \$500,000, <i>Research Fellow</i> Project title: <i>Collaborative Research: SaTC: CORE: Small: Understanding How Visual Features of Misinformation Influence Credibility Perceptions</i> (PI: Cuihua (Cindy) Shen, Yilang Peng)	2022–2025
• Princeton Data-Driven Social Science (DDSS) Initiative, \$10,000, <i>co-PI</i> Project title: <i>Propagating the Repressive Apparatus on Social Media: The Case of TikTok</i>	2022–2023
• Summer Institutes in Computational Social Science (SICSS) Research Grant, \$2,500, <i>PI</i> Project title: <i>Invisible Spammers: Detecting Bots on Chinese Social Media</i>	2021
• Magic Grant from Brown Institute for Media Innovation, \$100,000, <i>co-PI</i> Project title: <i>Screenomics Interactive Dashboard</i>	2019–2020
• Google Cloud COVID-19 Credit Grant, \$250, <i>PI</i> Project title: <i>Echo or Divergence: COVID-19 Discourse on Twitter and Weibo</i>	2020

### Internal

• HAI-Google Cloud Credits Grant Program, \$2,171, <i>PI</i> Project title: <i>Fandom, Propaganda and State Mobilization on Chinese Social Media</i>	2023
• Stanford Institute for Research in the Social Sciences (IRiSS) Research Data Grant, \$1,500, <i>PI</i> Project title: <i>Fauci Memes Matter: Public Figure Memes and COVID-19 Misinformation</i>	2022
• Stanford Program on Democracy and the Internet (PDI) Research Funding, \$10,000, <i>PI</i> Project title: <i>Multimodal beyond Text: Investigating Visual Misinformation on Social Media</i>	2020–2021
• Stanford Global Studies (SGS) Global Perspectives Grant, \$3,500, <i>PI</i> Project title: <i>Environmental Policy Implementation in China</i>	2016
• Stanford Center For East Asian Studies Summer Grant, \$3,900	2016
• Tsinghua Undergraduate Overseas Research & Training Grant, \$1,500	2014

### Travel Grants

• Michael Haley Travel Grant	2023
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- The Freeman Spogli Institute for International Studies (FSI) Small Research and Conference grant 2022
- National Communication Association (NCA) Student Caucus Travel Grant 2022
- American Political Science Association (APSA) Travel Grant 2022
- Center For East Asian Studies Conference Travel Grant 2022
- Center For East Asian Studies Conference Travel Grant 2016

## INVITED TALKS & SEMINARS

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- New York University, Frontiers in Empirical Research on East Asia May 2024 (scheduled)
- Ohio State University, School of Communication Apr 2024 (scheduled)
- Duke Kunshan University, Center for the Study of Contemporary China Mar 2024 (scheduled)
- University of Iowa, School of Journalism & Mass Communication Feb 2024
- University of Chicago, Computational Social Science Workshop Feb 2024
- Northwestern University, Computational Social Science Seminar Feb 2024
- University of Wisconsin–Madison, Computational Methods Research Group Nov 2023
- Northwestern University, Data Science Nights Oct 2023
- University of Wisconsin–Madison, Mass Communication Research Center Symposium Oct 2023
- Renmin University of China, Symposium on Multimodal Research Oct 2023
- Stanford University, Stanford Center on China's Economy and Institutions May 2023
- UCLA, Department of Communication Jan 2023
- Northwestern University, Department of Communication Studies Jan 2023
- The Chinese University of Hong Kong, School of Journalism and Communication Dec 2022
- City University of Hong Kong, Department of Media and Communication Dec 2022
- Northwestern University, Computer Vision in the Social Sciences Workshop Dec 2022
- Dartmouth College, Program in Quantitative Social Science Dec 2022
- UCSD, China Research Workshop Dec 2022
- University of Maryland, College of Information Studies Nov 2022
- University of San Francisco, Department of Economics Nov 2022
- National University of Singapore, Department of Communications and New Media Oct 2022
- Chinese Politics Research in Progress Workshop (online) Apr 2022
- Stanford University, Center for Work, Technology, & Organization Dec 2021
- Shandong University, School of Journalism and Communication (online) Nov 2021
- Central South University, ICA 2021 Regional Hub Symposium May 2021
- Stanford University, Data Science Lab (online) Feb 2020, Feb 2021
- China Computational Social Science Forum (online) Jan 2021
- Tsinghua University, The Forum for Frontier Theories and Methods in Political Science Dec 2020
- United Nations University Institute on Computing and Society, Conversation Series July 2019

## REFERRED CONFERENCE PRESENTATIONS

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- International Communication Association (ICA), Annual Conference 2018, 2020, 2022, 2023, 2024
- American Political Science Association (APSA), Annual Conference 2020, 2021, 2022, 2023
- International Conference on Computational Social Science (IC2S2) 2020, 2021, 2022
- National Communication Association (NCA), Annual Conference 2016, 2022
- Association for Education in Journalism and Mass Communication (AEJMC), Annual Conference 2021
- The Society for Political Methodology (PolMeth), Annual Conference 2023
- Politics and Computational Social Science (PaCSS) conference 2023
- The New Directions in Analyzing Text as Data (TADA) meeting 2023
- Midwest Political Science Association (MPSA), Annual Conference 2022
- International Studies Association (ISA), Annual Conference 2023
- Society for the Advancement of Socio-Economics (SASE), Annual Conference 2022
- Chinese Internet Research Conference (CIRC), Annual Conference 2018, 2021
- The International Journal of Press/Politics (IJPP), Annual Conference 2021
- Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM) 2021
- Asian Studies on the Pacific Coast (ASPAC), Annual Conference 2016

## TEACHING

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### Instruction

- COMM\_ST 395: Digital Propaganda and Repression**, Northwestern University Spring 2024  
Undergraduate lecture
- MTS 525: Computational Communication Research**, Northwestern University Spring 2024  
Ph.D. seminar

### Teaching Assistant

- COMM 1: Introduction to Communication**, Stanford University Fall 2019–2020  
Instructor: Prof. Jeff Hancock
- COMM 106/206: Communication Research Methods**, Stanford University Winter 2019–2020  
Instructor: Dr. Anna Gibson

### Guest Lectures

- National University of Singapore, *Summer Institute in Computational Social Science Singapore* June 2024 (scheduled)
- University of Wisconsin–Madison, *Social Media Analytics* Apr 2024 (scheduled), Mar 2023, Mar 2022, Nov 2020
- Chinese University of Hong Kong, *Digital Research* April 2024 (scheduled)
- Northwestern University, Kellogg School of Management, *Computational Social Science Research* Feb 2024
- North Dakota State University, *Advanced Issues in Communication* Oct 2023
- University of California, Davis, *Persuasive Technologies* Nov 2022
- NYU-Shanghai, *2022 Summer School in Applied Social Science Research Methods* Jul 2022
- University of San Francisco, *Natural Language Processing* Nov 2020
- Tsinghua University, *Comparative Journalism Studies* Nov 2020

### **Founder, *COMputation Island***

An online platform for computational communication research (CCR) on WeChat (11,000+ followers) 2021–present

- Organized this platform to share cutting-edge research in computational social sciences, facilitate academic discussions, and promote resource exchanges to students and scholars in Asia and other regions.
- Wrote and edited articles to introduce computational social science studies, methods, and resources to students and scholars in communication, political science, and other disciplines.
- Led and managed the platform maintenance, editor recruitment, editorial work, and platform outreach.

### **Association-related Service:**

International Communication Association (ICA):

- Organizer, “The Future of Computational Message Science: Theoretical Advances, Computational Frontiers, and Grand Societal Challenges” Pre-conference (2024)
- Panel Chair, “Image-as-Data Methods in the Age of Generative Artificial Intelligence” (2024)
- Panel Chair, “Video-as-data in Computational Communication: Toward a Mixed-Method Pathway” (2023)
- Panel Chair, “Video-as-data in Computational Communication” (2022)
- Panel Chair, “Propaganda in the Computational Age: Disinformation and Beyond” (2020)

American Political Science Association (APSA):

- Panel Chair, “Preprocessing, Annotation, and Interpretation in Computational Social Science” (2023)

Politics and Computational Social Science (PaCSS) conference: Panel Chair, “Chinese Politics” (2023)

Text-as-Data (TADA) conference: Doctoral Consortium Mentor (2023)

### **Reviewers for Peer-reviewed Journals (in alphabetical order):**

*American Journal of Political Science*

*American Political Science Review*

*Asian Studies Review*

*Chinese Journal of Communication*

*Comparative Political Studies*

*Computational Communication Research*

*Humanities and Social Sciences Communications*

*Information, Communication & Society*

*International Journal of Public Opinion Research*

*Journal of Communication*

*New Media & Society*

*PLoS ONE*

*Political Research Quarterly*

*Sociological Methods and Research*

*The Journal of Politics*

### **University and Departmental Service:**

Stanford University:

- Department Liaison, Institute for Research in the Social Sciences (2019–2023)
- International Student Chair, Department of Communication (2020–2022)
- Alumni Mentor, Center for East Asian Studies (2022, 2021, 2019)
- Group Coordinator, Professor Jennifer Pan’s Research Group (2018–2020)
- Student Assistant, State of the Field in Chinese Politics Conference (2018)
- Conference Assistant, Digital Humanities Asia 2018 Summit (2017)

## OTHER RESEARCH EXPERIENCES

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<b>Social Media Lab, Stanford University</b> Student Affiliate	Stanford, CA 2022–2023
<b>Human Screenome Project, Stanford University</b> Student Affiliate	Stanford, CA 2017–2023
<b>Stanford Data Science Collaboratory, Stanford University</b> Student Member	Stanford, CA 2019–2021
<b>School of Public Policy and Management, Tsinghua University</b> Visiting Scholar	Beijing, China 2020–2021
<b>Japan International Cooperation Agency Research Institute (JICA-RI)</b> Global Policy Intern	Tokyo, Japan Jun–Sep, 2016
<b>USC Annenberg Center for the Digital Future</b> Research Intern	Los Angeles, CA Jun–Aug, 2014

## PROFESSIONAL EXPERIENCE

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<b>Bloomberg Businessweek China</b> Journalist Intern	Beijing, China Sep–Dec, 2014
<b>Bayer China</b> CSR Intern	Beijing, China Dec 2014–May 2015
<b>Ruder Finn Asia</b> Public Relations Intern	Beijing, China Sep–Dec, 2013
<b>China News Agency</b> Journalist Intern, Political News Department	Beijing, China Jun–Aug, 2013

## SKILLS

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- **Statistical Programming/Markup Languages:** R, Python, Stata, SPSS,  $\text{\LaTeX}$ , SQL
- **Languages:** Mandarin (Native), English (Proficient), Korean (Intermediate), Japanese (Elementary)
- **Applications:** Tableau, Adobe Creative Suite, Premiere Pro, Final Cut Pro
- **Music:** Guzheng (Level 8 Certificate), Band Performing