YINGDAN LU

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ACADEMIC POSITION

Northwestern University — Evanston, IL
Assistant Professor (Tenure Track), Department of Communication Studies, School of Communication — Sept 2023 –

EDUCATION

Stanford University — Stanford, CA
Ph.D. in Communication; Advisor: Dr. Jennifer Pan — 2017–2023
Ph.D. Minor in Political Science
Committee: Jennifer Pan, 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 and Communication (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

[11] Chen, K., **Lu, Y.***, & Wang, Y. (Accepted). Toward an Evidence-Driven Understanding of Digital Trace Research on China. *Chinese Journal of Communication*. [*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

[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

[2] **Lu, Y.**, & Peng, Y. (Revise and Resubmit). The Mobilizing Power of Visual Media across Cycles of Social Movements. *Political Communication.*

[1] Qian, S., **Lu, Y.***, Peng, Y., Shen, C. & Xu, H. (Extended Abstract Accepted, Full Manuscript Under Review). Convergence or divergence? A cross-platform analysis of climate change visual categories, features, and user engagement on Twitter and Instagram. *Public Relations Review.*

Selected Works in Progress

[5] **Lu, Y.** Performative Propaganda Engagement: How Online Celebrity Fandom Engages with State Propaganda in China (Book project).

[4] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. Propaganda in the Digital Age: A Decentralized Network Model on Douyin (Manuscript in preparation).

[3] Pan, J., **Lu, Y.***, & Chen, A. Narratives of the Ukraine War on Chinese Social Media. (Manuscript in preparation). [*co-first author]

[2] Hanley, H., **Lu, Y.***, & Pan, J. Narratives of Foreign Media Ecosystems in Chinese Social Media Discussions of the Russo-Ukrainian War. (Manuscript in preparation). [*co-first author]

[1] **Lu, Y.**, & Peng, Y., & Shen, C. Fauci Memes Matter: Computational Approaches to Understanding Public Figure Memes and Misinformation. (Manuscript in preparation).

Awards & Honors

- 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

External

- National Science Foundation (CNS-2150716), $500,000, *Research Fellow*   2022–2025
  Project title: *Collaborative Research: SaTC: CORE: Small: Understanding How Visual Features of Misinformation Influence Credibility Perceptions* (PI: Cuihua (Cindy) Shen, Yilang Peng)

- Princeton Data-Driven Social Science (DDSS) Initiative, $10,000, *co-PI*   2022–2023
  Project title: *Propagating the Repressive Apparatus on Social Media: The Case of TikTok*

- Summer Institutes in Computational Social Science (SICSS) Research Grant, $2,500, *PI* 2021
  Project title: *Invisible Spammers: Detecting Bots on Chinese Social Media*

- Magic Grant from Brown Institute for Media Innovation, $100,000, *co-PI*   2019–2020
  Project title: *Screenomics Interactive Dashboard*

- Google Cloud COVID-19 Credit Grant, $250, *PI*   2020
  Project title: *Echo or Divergence: COVID-19 Discourse on Twitter and Weibo*

Internal

- HAI-Google Cloud Credits Grant Program, $2,171, *PI*   2023
  Project title: *Fandom, Propaganda and State Mobilization on Chinese Social Media*

- Stanford Institute for Research in the Social Sciences (IRiSS) Research Data Grant, $1,500, *PI* 2022
  Project title: *Fauci Memes Matter: Public Figure Memes and COVID-19 Misinformation*

- Stanford Program on Democracy and the Internet (PDI) Research Funding, $10,000, *PI*   2020–2021
  Project title: *Multimodal beyond Text: Investigating Visual Misinformation on Social Media*

- Stanford Global Studies (SGS) Global Perspectives Grant, $3,500, *PI*   2016
  Project title: *Environmental Policy Implementation in China*

- 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

- 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

Teaching

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

Social Media Analytics, University of Wisconsin–Madison   March 2023
Rethinking User Engagement with Screens

Persuasive Technologies, University of California, Davis   November 2022
Competing for Attention: How the Chinese Government Uses Social Media for Propaganda

Introduction to Computational Social Science
2022 Summer School in Applied Social Science Research Methods, NYU-Shanghai   July 2022
Video-as-Data in Computational Social Science

Social Media Analytics, University of Wisconsin–Madison   March 2022
Rethinking Life on Screens: Measuring Smartphone Activities Through Screenomics

Social Media Analytics, University of Wisconsin–Madison   Nov 2020
Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility

Natural Language Processing, University of San Francisco   Nov 2020
Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility

Comparative Journalism Studies, Tsinghua University   Nov 2020
Image as Data: Automated Visual Analysis in Studying Digital Media

Academic Service

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):

- 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)

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
New Media & Society
PLoS ONE
Political Research Quarterly
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)

INVITED TALKS

• 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

CONFERENCES

- International Communication Association (ICA), Annual Conference — 2018, 2020, 2022, 2023
- American Political Science Association (APSA), Annual Conference — 2020, 2021, 2022, 2023
- International Conference on Computational Social Science (IC2S2) — 2020, 2021, 2022
- The Society for Political Methodology (PolMeth), Annual Conference — 2023
- International Studies Association (ISA), Annual Conference — 2023
- Politics and Computational Social Science (PaCSS) conference — 2023
- Midwest Political Science Association (MPSA), Annual Conference — 2022
- National Communication Association (NCA), Annual Conference — 2016, 2022
- Society for the Advancement of Socio-Economics (SASE), Annual Conference — 2022
- Chinese Internet Research Conference (CIRC), Annual Conference — 2018, 2021
- Association for Education in Journalism and Mass Communication (AEJMC), Annual Conference — 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

OTHER RESEARCH EXPERIENCES

Social Media Lab, Stanford University — Stanford, CA
Student Affiliate — 2022–2023

Human Screenome Project, Stanford University — Stanford, CA
Student Affiliate — 2017–2023

Stanford Data Science Collaboratory, Stanford University — Stanford, CA
Student Member — 2019–2021

School of Public Policy and Management, Tsinghua University — Beijing, China
Visiting Scholar — 2020–2021

Japan International Cooperation Agency Research Institute (JICA-RI) — Tokyo, Japan
Global Policy Intern — Jun–Sep, 2016

USC Annenberg Center for the Digital Future — Los Angeles, CA
Research Intern — Jun–Aug, 2014

PROFESSIONAL EXPERIENCE

Bloomberg Businessweek China — Beijing, China
Journalist Intern — Sep–Dec, 2014

Bayer China — Beijing, China
CSR Intern — Dec 2014–May 2015

Ruder Finn Asia — Beijing, China
Public Relations Intern — Sep–Dec, 2013

China News Agency — Beijing, China
Journalist Intern, Political News Department — Jun–Aug, 2013

Skills

- **Statistical Programming/Markup Languages:** R, Python, Stata, SPSS, 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