

ACADEMIC POSITION

Northwestern University

Assistant Professor, Department of Communication Studies, School of Communication

Evanston, IL

Sept 2023 –

EDUCATION

Stanford University

Ph.D. in Communication; Advisor: Dr. Jennifer Pan

Ph.D. Minor in Political Science

Committee: Jennifer Pan, Jeff Hancock, Angèle Christin, Yiqing Xu

Stanford, CA

2017–2023

Stanford University

M.A. in East Asian Studies; Advisor: Dr. Larry Diamond

Stanford, CA

2015–2017

Tsinghua University

B.A. in Journalism and Communication (graduated with honors)

Beijing, China

2011–2015

University of Michigan

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

Ann Arbor, Michigan

2016

PEER-REVIEWED PUBLICATIONS

- [10] Christin, A., & **Lu, Y.** (Accepted). The Influencer Pay Gap: Platform Labor Meets Racial Capitalism. *New Media & Society*.
- [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

- [3] **Lu, Y.**, & Peng, Y. (Revise and Resubmit). The Mobilizing Power of Visual Media across Cycles of Social Movements. *Political Communication*.
- [2] Chen, K., **Lu, Y.***, & Wang, Y (Revise and Resubmit). Toward an Evidence-Driven Understanding of Digital Trace Research on China. *Chinese Journal of Communication*. [*co-first author]
- [1] Pan, J., **Lu, Y.***, & Chen, A. (Extended Abstract Accepted). Narratives of the Ukraine War on Chinese Social Media. [*co-first author]

SELECTED WORKS IN PROGRESS

- [4] **Lu, Y.** Fandom, Propaganda, and State Mobilization on Chinese Social Media (Book project).
- [3] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin (Manuscript in preparation).
- [2] **Lu, Y.**, Liu, S., & Hancock, J. Computational Approaches to Understanding Credibility in Video-Based Misinformation: An Analysis of Covid-19 Content on TikTok (Manuscript in preparation).
- [1] **Lu, Y.**, & Peng, Y., & Shen, C. Fauci Memes Matter: Computational Approaches to Understanding Public Figure Memes and Misinformation (Manuscript in preparation).

AWARDS & HONORS

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| • 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, *Student 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

- 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

PRESENTATIONS

Invited Talks

- 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 Studies Association (ISA), Annual Conference 2023
- Midwest Political Science Association (MPSA), Annual Conference 2022
- International Conference on Computational Social Science (IC2S2) 2020, 2021, 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

TEACHING

Teaching Assistant

COMM 1: Introduction to Communication, Stanford University Fall 2019–2020

Instructor: Prof. Jeff Hancock

- Independently taught weekly tutorial sections on communication theories and social media research
- Managed online quizzes, exams, and grading on Canvas

Instructor: Dr. Anna Gibson

- Independently taught weekly tutorial sections on R programming and quantitative data analysis
- Mentored student class projects and managed grading on Canvas

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 LEADERSHIP

Founder, *COMputation Island*

An online platform for computational communication research (CCR) on WeChat (10,000+ 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.

Co-chairing panel

“Video-as-data in computational communication: Toward a mixed-method pathway”

73rd Annual Conference of the International Communication Association (ICA) May 2023

- Proposed this panel with Prof. Kaiping Chen from University of Wisconsin–Madison.
- Invited international scholars from nine institutions to introduce new computational methods and frameworks to study large-scale video datasets, and to discuss about how to triangulate them with qualitative methods.

Co-chaired panel “Video-as-Data in Computational Communication”

72nd Annual Conference of the International Communication Association (ICA) May 2022

- Proposed this panel with Prof. Kaiping Chen from University of Wisconsin–Madison.
- Invited international scholars from ten institutions to share their frontier works with analysis of large-scale video datasets in political and science communication.

Co-chaired panel “Propaganda in the Computational Age: Disinformation and Beyond”

70th Annual Conference of the International Communication Association (ICA)

May 2020

- Proposed this panel with Prof. King-wa Fu from the University of Hong Kong.
- Invited international scholars from seven institutions to present their frontier works on computational propaganda and disinformation in political communication.

ACADEMIC SERVICE

Ad-hoc Journal and Conference Reviewer (in alphabetical order)

American Journal of Political Science

Asian Studies Review

Chinese Journal of Communication

Comparative Political Studies

Computational Communication Research

Humanities and Social Sciences Communications

International Communication Association Annual Conference

International Conference on Social Media & Society

New Media & Society

PLoS ONE

Political Research Quarterly

The Journal of Politics

Institute for Research in the Social Sciences, Stanford University

2019–present

Department Liaison

Department of Communication, Stanford University

2020–2022

International Student Chair

Center for East Asian Studies, Stanford University

2021, 2019

Alumni Mentor for the Careers in Academia Event

Professor Jennifer Pan’s Lab, Stanford University

2018–2020

Group Coordinator

State of the Field in Chinese Politics Conference, Stanford University

2018

Student Assistant

Digital Humanities Asia 2018 Summit, Stanford University

2017–2018

Conference Assistant

OTHER RESEARCH EXPERIENCES

Social Media Lab, Stanford University

Stanford, CA

Student Affiliate

2022–present

Human Screenome Project, Stanford University

Stanford, CA

Student Affiliate

2017–present

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)

Global Policy Intern

Tokyo, Japan

Jun–Sep, 2016

USC Annenberg Center for the Digital Future

Research Intern

Los Angeles, CA

Jun–Aug, 2014

PROFESSIONAL EXPERIENCE

Bloomberg Businessweek China

Journalist Intern

Beijing, China

Sep–Dec, 2014

Bayer China

CSR Intern

Beijing, China

Dec 2014–May 2015

Ruder Finn Asia

Public Relations Intern

Beijing, China

Sep–Dec, 2013

China News Agency

Journalist Intern, Political News Department

Beijing, China

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

REFERENCES

Jennifer Pan (Ph.D. Advisor)

Professor of Communication

Department of Communication, Stanford University

450 Jane Stanford Way, Building 120, Room 110, Stanford, CA, 94305

Email: jpl@stanford.edu

Jeff Hancock

Harry and Norman Chandler Professor of Communication

Department of Communication, Stanford University

450 Jane Stanford Way, Building 120, Room 300J, Stanford, CA, 94305

Email: hancockj@stanford.edu

Angèle Christin

Assistant Professor of Communication

Department of Communication, Stanford University

450 Jane Stanford Way, Building 120, Room 334, Stanford, CA, 94305

Email: angelec@stanford.edu

Cuihua (Cindy) Shen

Professor of Communication

Department of Communication, University of California, Davis

363 Kerr Hall, One Shields Ave, University of California, Davis, CA, 95616

Email: cuishen@ucdavis.edu