

ACADEMIC POSITION

Northwestern University

Evanston, IL

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

Co-Director, [Computational Multi-Modal 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, [Center for Human-Computer Interaction + Design \(HCI+D\)](#)

Faculty Affiliate, [Artificial Intelligence at Northwestern \(AI@NU\)](#)

EDUCATION

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

- [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

- [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.** Performative Propaganda Engagement: How Online Celebrity Fandom Engages with State Propaganda in China (Extended abstract accepted, full manuscript under review), *Political Communication*.
- [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

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

- 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

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| • 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

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| • OpenAI Researcher Access Program, \$5,000 worth API credits, <i>PI</i> (with Cuihua (Cindy) Shen and Yilang Peng) | 2024–2025 |
| • 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 and 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

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| • 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
- 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

- New York University, Frontiers in Empirical Research on East Asia May 2024
- Northwestern University, Chinese Political Economy Conference May 2024
- Ohio State University, School of Communication Apr 2024
- Northwestern University, Human-Computer Interaction + Design Center Apr 2024
- Duke Kunshan University, Center for the Study of Contemporary China Mar 2024
- University of Iowa, School of Journalism & Mass Communication Feb 2024
- University of Chicago, Computational Social Science Workshop 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

- International Communication Association (ICA), Annual Conference 2018, 2020, 2022, 2023, 2024
- American Political Science Association (APSA), Annual Conference 2020, 2021, 2022, 2023, 2024
- 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

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)
- Northwestern University, *Misinformation and Disinformation in the Age of AI* May 2024
- University of Wisconsin–Madison, *Social Media Analytics* Apr 2024, Mar 2023, Mar 2022, Nov 2020
- Chinese University of Hong Kong, *Digital Research* April 2024
- 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
- Northwestern University, *Introduction to Grad Research in Media, Technology & Society* Oct 2023
- 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

Journal of Computer-Mediated 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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| Social Media Lab, Stanford University Student Affiliate | Stanford, CA 2022–2023 |
| Human Screenome Project, Stanford University Student Affiliate | Stanford, CA 2017–2023 |
| Stanford Data Science Collaboratory, Stanford University Student Member | Stanford, CA 2019–2021 |
| School of Public Policy and Management, Tsinghua University Visiting Scholar | Beijing, China 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

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| 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