

# Yingdan Lu

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## RESEARCH INTERESTS

Political Communication | Social Media | Information Manipulation | Comparative Politics  
Computational Methods | Visual analysis | Automated Text Analysis | NLP | Deep Learning

## EDUCATION

### Stanford University

*Ph.D. in Communication* (Advisor: Prof. Jennifer Pan)

2017 - 2022 (*expected*)

*M.A. in East Asian Studies* (Advisor: Prof. Larry Diamond)

2015 - 2017

### Tsinghua University

*B.A. in Journalism and Communication* (*graduated with honor*)

2011 - 2015

### University of Michigan

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

2016

## PUBLICATIONS

Lu, Yingdan and Jennifer Pan. 2020. [Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility](#). *Political Communication*. Forthcoming

Reeves, Byron, Nilam Ram, Thomas N. Robinson, James J. Cummings, C. Lee Giles, Jennifer Pan [...] **Yingdan Lu**, et al. 2019, [Screenomics: A framework to capture and analyze personal life experiences and the ways that technology shapes them](#), *Human-Computer Interaction*: 1-52.

Lu, Yingdan. 2015. "Social Media Technology and Female Emancipation in China: Case Study in Sina-Weibo", *Synergy: The Journal of Contemporary Asian Studies*, University of Toronto, 12(1).

## UNDER REVIEW

Muise, Daniel, **Yingdan Lu**, Jennifer Pan, and Byron Reeves. "Homogenized and Localized: A Comparison of Moment-by-moment Changes in Smartphone Use in Diverse Contexts" (R&R)

## SELECTED CONFERENCE PRESENTATIONS

Lu, Y. & Pan, J. (2020, September). Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility. Scheduled for "Chinese Politics Mini-Conference" at *American Political Science Association Annual Meeting*, virtual.

Lu, Y. & Pan, J. (2020, August). Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility. Scheduled for *6th International Conference on Computational Social Science*, virtual.

Lu, Y. & Pan, J. (2020, May). Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility. In panel "Propaganda in the computational age: disinformation and beyond" at *International Communication Associations 70th Annual Conference*, virtual

Lu, Y., Muise D., Pan, J., & Reeves, B. (2018, May). Micro-Level Natural Interaction with Information Systems: An International Screenshot Comparison. Presented at *International Communication Associations 68th Annual Conference*, Prague, Czech Republic.

Lu, Y., & Yu, X. (2018, May). Beyond Left and Right: Ideology and Online Activism in China. Presented at *16th Chinese Internet Research Conference*, Leiden, Netherlands.

Lu, Y., & Yu, X. (2016, November). Public Intellectuals Deliberation on Chinese Weibo: Case study of School-bus Safety Incident. Presented at *National Communication Association 2016 Annual Convention*, Philadelphia, PA.

Lu, Y. (2016, June). Reimagining Civility from Public and Media: Agendas in Chinese Haze Governance. Presented at *Asian Studies on the Pacific Coast 2016 Conference*, California State University, Northridge, CA.

SELECTED WORK IN PROGRESS	<b>Video as Propaganda: Applying Video Analysis to Understand Political Propaganda</b> <i>(with Jennifer Pan)</i>	
	<b>Public Attitudes on Sina Weibo during the Emergence of COVID-19</b> <i>(with Jennifer Pan and Yiqing Xu)</i>	
	<b>Fake News Detection: Combating Image Manipulation in Political News</b> <i>(solo Project)</i>	
OTHER RESEARCH EXPERIENCE	<b>Student Affiliate, Human Screenome Project</b> , Stanford University	<i>2017-present</i>
	Led the local data collection in China and managed 8 million Chinese screenshot data	
	Conducted the optical character recognition on 1.5 million Chinese screenshot data	
	<b>Student Researcher, Stanford Internet Observatory</b> , Stanford University	<i>2019-2020</i>
	Assisted in research in detecting disinformation and bots during the 2020 Taiwan Presidential Election.	
	<b>Visiting Scholar, Institute of Contemporary China Studies</b> , Tsinghua University	<i>2018</i>
TEACHING EXPERIENCE	Managed a team to collect government reports from online websites and analyzed by LDA2vec	
	Mentored four local teams in Hunan and Hubei province to conduct field work	
	<b>Global Policy Intern, JICA Research Institute</b> , Tokyo, Japan	<i>2016</i>
	Compiled household data and executed micro-data analysis for Moroccos rural roads improvement project to decide better assistance strategies.	
	<b>Research Intern, USC Annenberg Center for the Digital Future</b> , Los Angeles	<i>2014</i>
INVITED TALKS	Managed World Internet Project files from 39 countries and analyzed differences in Internet use	
	<b>Research Intern, Kerry Group Kuok Foundation</b> , Guizhou, China	<i>2012 - 2013</i>
	Investigated NGO poverty alleviation in rural area by in-field interviews and observations	
	<b>COMM 1: Introduction to Communication</b>	<i>Fall, 2019-2020</i>
	Instructor: Professor Jeff Hancock	
AWARDS & GRANTS	<b>COMM 206: Communication Research Methods</b>	<i>Winter, 2019-2020</i>
	Instructor: Professor Anna Gibson	
	<b>UW-Madison</b> , Social Media Analytics (Guest lecture)	<i>Nov 2020</i>
	<b>Tsinghua University</b> , Comparative Journalism Studies (Guest lecture)	<i>Nov 2020</i>
	<b>Stanford University</b> , Data Science Lab	<i>Feb 2020</i>
	<b>United Nations University on Computing and Society</b> , Conversation Series	<i>July 2019</i>
AWARDS & GRANTS	<b>Tsinghua University</b> , Political Methodology Workshop	<i>Jan 2018</i>
	<b>Awards and Fellowships</b>	
	Stanford Center for Computational Social Science Fellowship Award, 2020 - 2021	
	Stanford Graduate Fellowship in Science and Engineering, 2017 - 2021	
	Stanford Asia Pacific Scholar Fellowship, 2016	
	Beijing Distinguished Graduate Student Award, 2015	
	Bronze Medalist in TECO Green Tech Contest, 2014	
	Evergrande Comprehensive Scholarship, 2014	
	Hang Seng Bank Mainland Scholarship, 2013	
	Academic Excellence Award, Tsinghua University	
	Rural Investigation and Studies Award by China Institute for Rural Studies, 2013	
	<b>Research Grants</b>	
	The Program on Democracy and the Internet, \$10,000, 2020-21, <i>PI</i>	
	<i>Magic Grant</i> from Brown Institute for Media Innovation, \$10,0000, 2019-20, <i>co-PI</i>	

Google Cloud Credit Grant, \$250, 2020, *PI*  
Stanford Global Studies (SGS) Global Perspectives Travel Grant, \$3500, 2016, *Sole-PI*  
Center For East Asian Studies (CEAS) Summer Grant, \$3900, 2016, *Sole-PI*  
Hoover Institution Library & Archives Silas Palmer Research Fellowship, \$2000, 2015, *Sole-PI*  
Tsinghua Undergraduate Overseas Research Training Fellowship, \$1500, 2014, *Sole-PI*

ACADEMIC LEADERSHIP	<b>Co-chaired</b> panel “Propaganda in the computational age: disinformation and beyond” <i>2020</i> <i>International Communication Associations 70th Annual Conference</i> Proposed this panel with Prof. King-wa Fu from The University of Hong Kong
	<b>Reviewer</b> <i>Political Research Quarterly</i> <i>PLOS ONE</i>
	<b>Chair, Tsinghua-Huawei New Media Association</b> <i>2014 - 2015</i> Tsinghua University
DEPARTMENT & SCHOOL SERVICES	<b>Department Liaison, Institute for Research in the Social Sciences</b> <i>2019 - 2022</i> Stanford University
	<b>International Student Chair, Department of Communication</b> <i>2020 - 2021</i> Stanford University
	<b>Co-chair of the Division of Alumni,</b> <b>Association of Chinese Students and Scholars at Stanford (ACSSS)</b> Stanford University <i>2019 - 2020</i>
	<b>Group Coordinator, Professor Jennifer Pan’s Lab</b> <i>2018 - 2019</i> Stanford University
	<b>Rapporteur, <i>State of the Field in Chinese Politics</i> Conference</b> <i>December 2018</i> Stanford University
	<b>Conference Assistant, Digital Humanities Asia 2018 Summit</b> <i>2017 - 2018</i> Stanford University
PROFESSIONAL EXPERIENCES	<b>Journalist Intern, Bloomberg Businessweek China</b> <i>2014</i> Beijing, China
	<b>Public Relations Intern, Bayer China</b> <i>2014</i> Beijing, China
	<b>Public Relations Intern, Ruder Finn Asia</b> <i>2013</i> Beijing, China
	<b>Journalist Intern, China News Agency</b> <i>2013</i> Beijing, China
SKILLS	<b>Statistical Programming/Markup Languages:</b> R, Python, Stata, SPSS, $\text{\LaTeX}$ , SQL, Java <b>Languages:</b> Mandarin(Native), English(Proficient), Korean(Intermediate), Japanese(Elementary) <b>Applications:</b> Tableau, Adobe Creative Suite, Premiere Pro, Final Cut Pro