# YINGDAN LU

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## RESEARCH AREAS

- Substantive: Digital Media, Political Communication, Global Communication, Propaganda, Chinese Politics

- Methods: Computational Methods (Computer Vision, Deep Learning, Automated Text Analysis), Mixed Methods

## 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, Andrew G. Walder

**Stanford University**  Stanford, CA
M.A. in East Asian Studies; Advisor: Dr. Larry Diamond  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

[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.** (Forthcoming). Computational Visual Analysis in Political Communication. D. Lilleker & A. Veneti (eds.), *Research Handbook on Visual Politics*. Edward Elgar.

## Under Review

[7] **Lu, Y.**, & Shen, C. (Revise and Resubmit). Unpacking Multimodal Fact-checking: Features and Engagement of Fact-checking Videos on Chinese TikTok (Douyin). *Social Media + Society.*

[6] Chen, K., **Lu, Y.**\*, & Wang, Y. (Revise and Resubmit). Toward an Evidence-Driven Understanding of Digital Trace Research on China. *Information, Communication & Society.* [\*co-first author]

[5] Chen, A., **Lu, Y.**\*, Chen, K., & Ng, A. (Revise and Resubmit). 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.* [\*co-first author]

[4] Christin, A., & **Lu, Y.** (Revise and Resubmit). The Influencer Pay Gap: Platform Labor Meets Racial Capitalism. *New Media & Society.*

[3] **Lu, Y.**, & Peng, Y. (Extended abstract accepted, full paper under review). The Mobilizing Power of Visual Media across Cycles of Social Movements. *Political Communication.*

[2] Peng, Y., **Lu, Y.**\*, & Shen, C. (Under Review). An Agenda for Studying Credibility Perceptions of Visual Misinformation. [\*co-first author]

[1] Pan, J., **Lu, Y.**\*, & Chen, A. (Under Review). The Chilling Effect of Decreasing Anonymity on Chinese Social Media. [co-first author]

## Selected Works in Progress

[3] **Lu, Y.** Fandom, Propaganda and State Mobilization on Chinese Social Media (Dissertation/Book project).

[2] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin (Manuscript in preparation).

[1] **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).

## Awards & Honors

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

**Internal**

- 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**

- 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

- University of California San Diego, 21st Century China Center — Dec 2022
- University of San Francisco, Department of Economics — Nov 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
- Communication University of China, Chinese Political Communication Forum — 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
- Tsinghua University, Political Methodology Workshop — Jan 2018

# Selected Conference Presentations

[24] Chen, K., **Lu, Y.**, & Wang, Y. (2022, November). *Toward an Evidence-Driven Understanding of Digital Trace Research on China.* Scheduled at National Communication Association (NCA) 108th Annual Convention, New Orleans, LA.

[23] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, September). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin.* Scheduled at American Political Science Association (APSA) 118th Annual Meeting & Exhibition, Montréal, Québec, Canada.

[22] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, September). *How Information Flows from the World to China.* Scheduled at American Political Science Association (APSA) 118th Annual Meeting & Exhibition, Montréal, Québec, Canada.

[21] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, July). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin.* Presented at 8th International Conference on Computational Social Science (IC2S2), Chicago, IL.

[20] **Lu, Y.**, & Shen, C. (2022, July). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin).* Presented at 8th International Conference on Computational Social Science (IC2S2), Chicago, IL.

[19] Christin, A., & **Lu, Y.** (2022, July). *The Influencer Pay Gap: Platform Labor Meets Racial Capitalism.* Presented at Society for the Advancement of Socio-Economics (SASE) 34th Annual Meeting, Amsterdam, The Netherlands.

[18] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, May). *The Evolution of Propaganda in the Digital Age: Chinese Government Mobilization on Douyin.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[17] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2022, May). *How Information Flows from the World to China.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[16] **Lu, Y.**, & Shen, C. (2022, May). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok (Douyin).* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[15] **Lu, Y.**, Liu, S., & Hancock, J. (2022, May). *Computational Approaches to Understanding Credibility in Video-Based Misinformation: An Analysis of COVID-19 Content on TikTok.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[14] Chen, A., **Lu, Y.**, Chen, K., & Ng, A. (2022, May). *Pandemic Nationalism: Use of Government Social Media for Political Information and Belief in COVID-19 Conspiracy Theories in China.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[13] Chen, K., Zou, S., & **Lu, Y.** (2022, May). *Thanks to My Country's Love!: Examining Nationalist Narratives in COVID Vaccine-Related Videos on Douyin Through Large-Scale Visual and Textual Analysis.* Presented at 72nd Annual Conference of the International Communication Association (ICA), Paris, France.

[12] **Lu, Y.**, Pan, J., Xu, X., & Xu, Y. (2022, April). *The Evolution of Propaganda in the Digital Age.* Presented at 80th Annual Midwest Political Science Conference (MPSA), Chicago, IL.

[11] **Lu, Y.**, & Shen, C. (2021, September). *Unpacking Multimodal Fact-Checking: Features and Engagement of Fact-Checking Videos on Chinese TikTok.* Presented at The 3rd Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM), virtual.

[10] **Lu, Y.**, Pan, J., & Xu, Y. (2021, September). *Public Sentiment on Chinese Social Media During the Emergence of COVID-19.* Presented at the Chinese Politics Mini-Conference at American Political Science Association (APSA) 117th Annual Meeting & Exhibition, virtual.

[9] **Lu, Y.**, Schaefer, J., Park, K., Joo, J., & Pan, J. (2021, September). *Tale of Two Internets: How Information Flows from the US to Chinese Social Media.* Presented at $7^{th}$ Annual Conference of The International Journal of Press/Politics, virtual.

[8] Chen, A., **Lu, Y.**, Chen, K., & Ng, A. (2021, September). *Pandemic Nationalism: How Exposure to Government Social Media Affects People's Belief in COVID-19 Conspiracy Theories in China.* Presented at $7^{th}$ Annual Conference of The International Journal of Press/Politics, virtual.

[7] **Lu, Y.**, & Pan, J. (2021, August). *The Pervasive Presence of Chinese Government Content on Douyin Trending Videos.* Presented at $104^{th}$ Annual Conference of Association for Education in Journalism and Mass Communication (AEJMC), virtual.

[6] **Lu, Y.**, & Pan, J. (2021, July). *The Pervasive Presence of Chinese Government Content on Douyin Trending Videos.* Presented at $7^{th}$ International Conference on Computational Social Science (IC2S2), virtual.

[5] **Lu, Y.**, & Pan, J. (2020, September). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility.* Presented at the Chinese Politics Mini-Conference at American Political Science Association (APSA) $117^{th}$ Annual Meeting & Exhibition, virtual.

[4] **Lu, Y.**, & Pan, J. (2020, August). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility.* Presented at $6^{th}$ International Conference on Computational Social Science (IC2S2), virtual.

[3] **Lu, Y.**, & Pan, J. (2020, May). *Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visibility.* Presented at $70^{th}$ Annual Conference of the International Communication Association (ICA), virtual.

[2] **Lu, Y.**, Muise D., Pan, J., & Reeves, B. (2018, May). *Micro-Level Natural Interaction with Information Systems: An International Screenshot Comparison.* Presented at $68^{th}$ Annual Conference of the International Communication Association (ICA), Prague, Czech Republic.

[1] **Lu, Y.**, & Yu, X. (2016, November). *Public Intellectuals Deliberation on Chinese Weibo: Case Study of School-Bus Safety Incident.* Presented at National Communication Association (NCA) 102th Annual Convention, Philadelphia, PA.

# 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

**COMM 206: Communication Research Methods**, Stanford University　　　　Winter 2019–2020
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**

**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, facilitate academic discussions, and promote resource exchanges to students and scholars in Asia.
- Wrote and edited articles to introduce CCR studies, computational methods, and introductory textbooks for CCR study 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-chaired panel "Video-as-Data in Computational Communication"

$72^{nd}$ 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"

$70^{th}$ 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*
*Computational Communication Research*
*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   2017–2020

**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

# References

**Jennifer Pan (Ph.D. Advisor)**

Associate Professor of Communication
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**Jeff Hancock**

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**Cuihua (Cindy) Shen**

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