YINGDAN LU

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RESEARCH AREAS

- Political Communication: Digital Media, Information Manipulation, Public Opinion, Comparative Politics
- Computational Social Science Methods: Automated Text Analysis, Visual Analysis, Deep Learning

EDUCATION

Stanford University   Stanford, CA
Ph.D. in Communication, Advisor: Prof. Jennifer Pan   2017–2022

Stanford University   Stanford, CA
M.A. in East Asian Studies, Advisor: Prof. Larry Diamond   2015–2017

Tsinghua University   Beijing, China
B.A. in Journalism and Communication (graduated with honor)   2011–2015

University of Michigan   Ann Arbor, Michigan
Certificate in Inter-university Consortium for Political and Social Research (ICPSR) Program   2016

Simon Fraser University   Burnaby, Canada
Full-Scholarship International Exchange Program   2013

PEER-REVIEWED PUBLICATIONS

[3] **Lu, Yingdan*** and Jennifer Pan. 2020. Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visiblity. *Political Communication*. Forthcoming. [*co-first author]

[2] 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.

[1] **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).

SELECTED WORKING PAPERS

[5] **Lu, Yingdan**, Jennifer Pan, and Yiqing Xu. Public Sentiment on Chinese Social Media during the Emergence of COVID-19 (R&R)

[4] **Lu, Yingdan** and Jennifer Pan. The Pervasive Presence of Chinese Government Content on Douyin Trending Videos (Extended abstract accepted, full paper under review)

[3] Muise, Daniel, **Yingdan Lu**, Jennifer Pan, and Byron Reeves. Selectively Localized: Comparing Temporal and Visual Structure of Screen Interactions across Media Environments (Under review)

[2] Determinants of beliefs and behaviors toward misinformation *(with Anfan Chen, Kaiping Chen, and Aaron Ng)*

[1] Fake News Detection: Combating Image Manipulation in Political News

Selected Conference Presentations

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

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

[4] Lu, Y. & Pan, J. (2020, May). Capturing Clicks: How the Chinese Government Uses Clickbait to Compete for Visiblity. Presented at *International Communication Association's 70th Annual Conference*, virtual.

[3] 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 Association's 68th Annual Conference*, Prague, Czech Republic.

[2] 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.

[1] 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.

Research Experience

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

- 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

Stanford Internet Observatory, Stanford University — Stanford, CA
Student Researcher — 2019–2020

- Assisted in research in detecting disinformation and bots during the 2020 Taiwan Presidential Election

Institute of Contemporary China Studies, Tsinghua University — Beijing, China
Visiting Scholar — Summer 2018

- 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

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

- Compiled household data and executed micro-data analysis for Morocco's rural roads improvement project to decide better assistance strategies

USC Annenberg Center for the Digital Future — Los Angeles, CA
Research Intern — Summer 2014

- Managed World Internet Project files from 39 countries and analyzed differences in Internet use

Kerry Group Kuok Foundation — Guizhou, China
Research Intern — 2012–2013

- Investigated NGO poverty alleviation in rural area by in-field interviews and observations

Teaching

COMM 1: Introduction to Communication, Stanford University   Fall 2019-2020
Instructor: Professor Jeff Hancock
- Independently taught weekly tutorial sessions
- Managed online quizzes and exams on Canvas

COMM 206: Communication Research Methods, Stanford University   Winter 2019-2020
Instructor: Professor Anna Gibson
- Independently taught weekly lab sessions in R
- Mentored student class projects

Guest lecture for *Social Media Analytics*, UW-Madison   Nov 2020
Invited by Prof. Kaiping Chen

Guest lecture for *Natural Language Processing*, University of San Francisco   Nov 2020
Invited by Prof. Adam Gorski

Guest lecture for *Comparative Journalism Studies*, Tsinghua University   Nov 2020
Invited by Prof. Xin Yu

Invited Talks

- **Stanford University**, Data Science Lab   Feb 2020, Feb 2021
- **Tsinghua University**, China Computational Social Science Forum   Jan 2021
- **Tsinghua University**, The Forum for Frontier Theories and Methods in Political Science   Dec 2020
- **United Nations University on Computing and Society**, Conversation Series   July 2019
- **Tsinghua University**, Political Methodology Workshop   Jan 2018

Awards and grants

Awards and Fellowships

- 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
- People.cn Best Paper Award (First Prize)   2015
- Bronze Medalist in TECO Green Tech Contest   2014
- Evergrande Comprehensive Scholarship   2014
- Hang Seng Bank Mainland Scholarship   2013

Research Grants

- The Program on Democracy and the Internet, $10,000, PI   2020-2021
- *Magic Grant* from Brown Institute for Media Innovation, $10,0000, *co-PI*   2019-2020

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

Academic Leadership and Services

Co-chaired panel "Propaganda in the computational age: disinformation and beyond"
International Communication Association's 70th Annual Conference   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 latest works in computational propaganda and disinformation.

Ad-hoc Reviewer (by alphabetical order)
Chinese Journal of Communication, Journal of Politics, PLoS ONE, Political Research Quarterly

Chair, Tsinghua-Huawei New Media Association
Tsinghua University   2014 - 2015

Department and School Services

Institute for Research in the Social Sciences, Stanford University
Department Liaison   2019 - present

Department of Communication, Stanford University
International Student Chair   2020 - present

Professor Jennifer Pan's Lab, Stanford University
Group Coordinator   2018 - present

Digital Humanities Asia 2018 Summit, Stanford University
Conference Assistant   2017 - 2018

***State of the Field in Chinese Politics* Conference, Stanford University**
Rapporteur   December 2018

Professional Experiences

Bloomberg Businessweek China   Beijing, China
Journalist Intern   2014

Bayer China   Beijing, China
CSR Intern   2014 - 2015

Ruder Finn Asia   Beijing, China
Public Relations Intern   2013

China News Agency   Beijing, China
Journalist Intern, Political News Department   2013

Skills

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

- **Languages:** Mandarin(Native), English(Proficient), Korean(Intermediate), Japanese(Elementary)

- **Applications:** Tableau, Adobe Creative Suite, Premiere Pro, Final Cut Pro