

# YANHENG LI

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## RESEARCH INTERESTS

**Substantive:** Computer-Mediated Communication, Misinformation, Social Media.

**Methodological:** Large Language Model, Multi-modal Data, Natural Language Processing.

## EDUCATION

- **Renmin University of China** 2022.09 – 2026.06 (expected)  
LL.B. in Politics, Economics and Philosophy (PPE) Beijing, China  
◦ GPA: 3.80/4.00, Rank: 3/29.
- **Luiss Guido Carli** 2024.09 – 2025.02  
Erasmus Exchange Student in Data Science Rome, Italy

## PEER-REVIEWED PUBLICATIONS

- [1] **Li, Yanheng.**, Wang, Da., and Wang, Yuping. (2025). *Understanding Voter Fraud Misinformation Videos during the 2024 Taiwan Election on YouTube*. Proceedings of the ACM on Human-Computer Interaction 9.7 (2025): 1-40. (With CSCW 2025 Impact Recognition) [PDF]
- [2] Li, Jiatao., **Li, Yanheng.**, Hu, Xinyu., Gao, Mingqi., and Wan, Xiaojun. (2025). *Aspect-Guided Multi-Level Perturbation Analysis of Large Language Models in Automated Peer Review*. arXiv preprint arXiv:2502.12510. Accepted and forthcoming in CIKM 2025.

## UNDER REVIEW WORKING PAPERS

- [1] **Li, Yanheng.**, Wang, Da., and Wang, Yuping. (2025). *Understanding Participatory Amplification on YouTube in the Late December 2024 U.S. Government (Almost) Shutdown Crisis*. Under Review.
- [2] Li, Jiatao., **Li Yanheng.**, and Wan, Xiaojun. (2025). *Analyzing Cognitive Differences Among Large Language Models through the Lens of Social Worldview*. arXiv preprint arXiv:2505.01967. Under Review.

## WORK IN PROGRESS

- [1] *Algorithmic Soft Power and Image Priming: Evidence from “China Tour” Live Streaming. (Data Analysis)*

## SELECTED RESEARCH EXPERIENCE

- **Research Assistant in Computational Communication** 2025.01 – Present  
Northwestern University (Evanston), Supervisor: Yingdan Lu.
  - **Project 1: LLM assists Visual Analysis in Social Science Research.**
    - \* Designed and ran experiments using LLaVA over 10 large image datasets (10k+ media images).
    - \* Evaluated model performance and error patterns.
    - \* Conducted a literature review on visual concept recognition by LLMs to inform benchmarking.
  - **Project 2: Analyzing Rednote TikTok-Refugees Posts During TikTok Ban.** (co-supervised by Lizhi Liu)
    - \* Processed and analyzed 80k+ large text posts from RedNote.
    - \* Built multi-run LLM-based text analysis pipelines with instruction tuning to optimize performance.
    - \* Conducted topic, sentiment, and toxicity analysis.
    - \* Validated the consistency and robustness of related findings.
- **Research Assistant in Social Media + HCI** 2024.06 – Present  
Renmin University of China, Supervisor: Yuping Wang.
  - **Project 1: Understanding Voter Fraud Misinformation on YouTube.**

- \* Collected and processed video, audio, and metadata from 5k+ YouTube uploads.
- \* Built and processed the human-in-the-loop pipeline for data processing and multi-modal analysis.
- \* Framed, wrote and revised the research paper accepted at CSCW 2025.
- **Project 2: Understanding Participatory Amplification on YouTube.**
  - \* Built a multi-phase YouTube data collection pipeline for completed data of 70k+ YouTube uploads.
  - \* Built and processed workflows on a multi-run human-in-the-loop YouTube video analysis.
  - \* Analyzed 460k+ comments data and discussion structure on YouTube.
  - \* Framed and wrote the research paper.
- **Collaborative Research in LLM Understanding and Applications**  
*Renmin University of China & Peking University* 2024.11 – Present
  - **Project 1: Automated Peer Review with LLMs**
    - \* Co-developed aspect-guided multi-level perturbation analysis.
    - \* Co-analyzed robustness of large language models in reviewer tasks
    - \* Framed and co-wrote the paper accepted at CIKM 2025.
  - **Project 2: Cognitive Differences Among LLMs**
    - \* Co-designed the comparative study of social worldviews encoded by models
    - \* Co-wrote the manuscript under review.

## SELECTED AWARDS AND HONORS

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- **JD. “Qiushi Future Scholars” Student Research Scholarship** 2025.10  
10,000 CNY, Renmin University of China.
- **ICBC Innovation Scholarship with “Innovation Star” Designation** 2025.04  
8,000 CNY, **Top 10/11,000+** in Renmin University of China.
- **Principal’s Scholarship for Excellent Exchange Student** 2024.10  
30,000 CNY, Renmin University of China.
- **Student Academic Award** 2024.09  
5,000 CNY, **Top 2%** in Renmin University of China.
- **Outstanding Cultural and Sports Leaders Scholarship** 2024.06  
600 CNY, Renmin University of China.
- **COMAP Scholarship Award** [\[Link\]](#) 2024.05  
10,000 USD, Outstanding Winner (**Rank 1st/28,900+**) of Interdisciplinary Contest in Modeling.
- **First Prize in RUC Innovation Cup** 2024.05  
Top 10% in 26th Academic Work Competition, Renmin University of China.
- **Student Academic Award** 2023.09  
3,000 CNY, Top 15% in Renmin University of China.
- **Social Volunteering and Service Scholarship** 2023.09  
600 CNY, Renmin University of China.

## SELECTED GRANTS

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- **Student Research Grant** 2025.03  
3,000 CNY, School of Communication, Renmin University of China.
- **Student Research Grant** 2024.09  
1,000 CNY, School of Economics, Renmin University of China.
- **International Organization Talent Program Grant** 2024.01  
10,000 CNY, School of Global Governance, Renmin University of China.

## CONFERENCES AND PRESENTATIONS

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- (Scheduled) The 34th ACM International Conference on Information and Knowledge Management (CIKM), Seoul, Korea, 2025.11
- The 28th ACM SIGCHI Conference on Computer-Supported Cooperative Work & Social Computing (CSCW), Bergen, Norway, 2025.10
- Annual Conference of the Academic Community of Political Science and International Relations (presenting on Future Scholars Academic Poster Showcase), Beijing, China, 2024.07

## ACADEMIC SERVICES

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- Program Committee (Reviewer) for: *The 40th Annual AAAI Conference on Artificial Intelligence* (AAAI 2026).
- Student Fellow for *Center of Data Science* in Renmin University of China.

## SKILLS

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- **Languages:** Mandarin. Taiwanese Hokkien. English (TOEFL:112; Listening:29, Reading:27, Writing:27, Speaking:29). French, basic. Italian, basic.
- **Programming:** R, Python(NLP, Multi-modal Analysis, Web Spider, Fine Tuning), Stata, L<sup>A</sup>T<sub>E</sub>X, Gephi, SQL.

## REFERENCES

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### Yuping Wang

Assistant Professor, School of Journalism and Communication

Renmin University of China, Beijing, China

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*Relationship: Research Supervisor*

### Yingdan Lu

Assistant Professor, School of Communication

Northwestern University, Evanston, United States

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*Relationship: Research Supervisor*

### Lizhi Liu

Assistant Professor, McDonough School of Business  
Georgetown University, Washington, D.C, United States

Email: Lizhi.Liu@georgetown.edu

*Relationship: Research Supervisor*

### Yang Zhang

Assistant Professor, School of International Studies

Renmin University of China, Beijing, China

Email: zhang-yang@ruc.edu.cn

*Relationship: Thesis Supervisor*