Curriculum Vitae

Lingshu HU

Ph.D. Candidate in Journalism (Computational Methods)
University of Missouri School of Journalism

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EDUCATION

University of Missouri   **Columbia, MO**
School of Journalism
Ph.D. in Journalism (ABD. Expected: July 2021)   Aug. 2017–present

- Advisor: Dr. Michael W. Kearney | kearneymw@missouri.edu | (573) 882-0424
- Committee: Dr. Glen T. Cameron; Dr. Shuhua Zhou; Dr. Kennon M. Sheldon (Psychology); Dr. Jianlin Cheng (Computer Science)
- Dissertation Topic: Dual-Process and Polarization: Using Machine Learning Methods to Predict Twitter Users' Social Capital, Likeability, and Popularity during the 2020 U.S. Presidential Election.

Department of Electrical Engineering & Computer Science
Graduate Certificate in AI and Machine Learning (Expected: May 2021)

London School of Economics and Political Science,
Gender Institute   **London, UK**
M.Sc. in Gender, Media and Culture   Oct. 2011–Dec. 2012

- Advisor: Dr. Sadie Wearing
- Thesis Title: Changes of Chinese Masculinity: An exploration of changes in the portrayal of men and masculinity in Chinese film posters from 1949 to 2011.

Communication University of Zhejiang,
School of Journalism & Communications   **Hangzhou, China**
B.A. in Broadcast Journalism   Sept. 2006–June 2010

RESEARCH RECORD

A. Journal Articles

Hu, L., & Kearney, M. W. (2020). Gendered tweets: Computational text analysis of gender differences in political discussions on twitter. *Journal of Language and Social Psychology*. https://doi.org/10.1177/0261927X20969752

Hu, L. (2018) Is masculinity 'deteriorating' in China? Changes of masculinity representation in Chinese film posters from 1951 to 2016. *Journal of Gender Studies, 27*(3), 335-346. https://doi.org/10.1080/09589236.2017.1399867

Hu, L. (2016) Communication effects of data journalism on Weibo (microblog). *Editorial Friend* (2), 70-74. (In Chinese)

He, L., **Hu, L.**, Li, W., & Zhang, Z. (2016). Title attractors and negative energy: Language style analysis of organizational media's official accounts on WeChat. *The Press* (13), 42-47. (In Chinese)

B. Papers Under Revise and Resubmit

Hu, L., (Minor Revision). Self as brand and brand as self: A 2*2 dimension conceptual model of self-branding in the digital economy. *Journal of Internet Commerce.*

Zhang, W., **Hu, L.**, & Park, J. (R&R first-round). Politics go "viral": A computational text analysis of crisis attribution regarding the COVID-19 pandemic. *Computers in Human Behavior.*

Hu, L., Kearney, M. W., & Frisby, C. M. (R&R second-round). Tweeting and retweeting: Gender discrepancies in discursive political engagement and influence on Twitter. *Journal of Gender Studies*.

Xu, M., **Hu, L.**, & Hinnant, A. (R&R first-round). Pseudo-events: Applying machine learning to track mediatization over 40 years. *Journalism & Mass Communication Quarterly*.

C. Edited Book Chapter

He, L., **Hu, L.**, & Yu, L. (2016). The communication features and the psychological mechanism of rumors on WeChat. In X. Tang, X. Wu, and C. Huang (Eds.), *Annual Report on Development of New Media in China (No.7)* (pp. 102-118). Social Science Academic Press. (In Chinese)

D. Refereed Conference Papers

Hu, L., & Sheldon, K. (2021, May 27–31). *Negativity is not Always Negative: Positive Effects of Negative Expression on Twitter*. Paper accepted for presentation at the 71th ICA Annual Conference, Virtual.

Zhang, W., **Hu, L.**, & Park, J. (2020, August 6–9). *When Virus Goes Political: A Computerized Text Analysis of Crisis Attribution on COVID-19 Pandemic*. Paper presented at the 103rd AEJMC Annual Conference, Virtual.

Hu, L., & Frisby, C. M. (2020, May 20–27). *Reconstruct the "Spiral": Positive and Negative Motivations Predicting Outspokenness in Online and Offline Scenarios*. Paper presented at the 70th ICA Annual Conference, Virtual.

Hu, L., & Kearney, M. W. (2020, May 20–27). *Gendered Tweets: Text Analysis of Gender Differences in Political Discussions on Twitter*. Paper presented at the 70th ICA Annual Conference, Virtual.

Hu, S., & **Hu, L.** (2020, May 20–27). *Predictors of Perceived Information Credibility in an Online Health Forum: A Computerized Content Analysis of Big Dataset*. Paper presented at the 70th ICA Annual Conference, Virtual.

Kearney, M. W., **Hu, L.,** & Alieva, I. (2019, August 7–10). *Classifying Twitter Bots*. Paper presented at the 102nd AEJMC Annual Conference, Toronto, Canada.

Hu, L., & Frisby, C. M. (2019, May 24–28). *Outside the "Spiral": Factors Predicting Outspokenness in Online and Offline scenarios*. Paper presented at the 69th ICA Annual Conference, Washington, DC.

Abeyta, A., Alieva, I., Park, J., Warner, B. R., **Hu, L.**, & Kearney, M. W. (2019, April 3–7). *Analyzing Tweets from Candidates for the U.S. Congress in the 2018 U.S. Midterm Elections*. Paper presented at the 88th Annual Meeting of Central States Communication Association, Omaha, NE.

Hu, L., & Kearney, M. W. (2018, August 6–9). *Speaking in a woman's name: Gender difference of political expressive participation on Twitter*. Paper presented at the 101st AEJMC Annual Conference, Washingdon, DC.

E. Papers Under Review

Hu, L., (under review). I, we, you, or they? Language use patterns in political discussion on twitter. *Language and Communication.*

Hu, L., & Frisby, C. M. (under review). Reconstruct the "spiral": Positive and negative motivations predicting outspokenness in online and offline scenarios. *Communication Quarterly*.

F. Projects in Progress

- Xu, M., & **Hu, L.** (progressing). Talking past each other or to each other? Tracking moral foundation divergence in presidential debates over 50 years (Finished the manuscript draft; currently revising it for journal submission).

- Working with Dr. Amanda Hinnant to develop machine learning algorithms to detect misinformation targeting African Americans about COVID-19 vaccination on Twitter. This research is part of an NIH R01 grant application, led by collaborators at Michigan State University (Finished Twitter data collection).
- Working with Dr. Amanda Hinnant and Dr. Pradeep Sopory (Wayne State University) to apply latent semantic analysis to examine the semantic relationships between key concepts in discussing the COVID-19 pandemic (Finished Twitter data collection; currently developing algorithms for latent semantic analysis).
- Working with Dr. Lei Guo (University of Nebraska Omaha) to apply computational text analysis to examine Chinese media's journalist role on Twitter (Finished Twitter data collection).

G. Media Appearances

Doctor-E (Tencent Research Center). (2020). Whether twitter users appreciate Chinese aids for COVID-19. Retrieved from https://mp.weixin.qq.com/s/tyfsxBJQ1HVJVfn848LxJA (In Chinese).

CCTV News Center. (2016). WeChat exceeds Weibo in misinformation spreading. Retrieved from https://www.jfdaily.com/news/detail?id=21541 (In Chinese).

People.cn. (2016). Rumor analysis for WeChat official accounts: Annual data report (2016). Retrieved from http://society.people.com.cn/n1/2016/0408/c1008-28262054.html (In Chinese).

Beijing Daily. (2016). Rumor analysis for WeChat official accounts: Annual data report (2016). Retrieved from http://www.cac.gov.cn/2016-04/03/c_1118522878.htm (In Chinese).

SOFTWARE DEVELOPMENT

Hu, L., & Kearney, M. W. (2019). healthforum: Scrape Patient Forum Data (Version 0.1.0) [R package]. CRAN. https://CRAN.R-project.org/package=healthforum

Kearney, M. W., & **Hu, L.** (2019). wactor: Word Factor Vectors (Version 0.0.1) [R package]. CRAN. https://CRAN.R-project.org/package=wactor

Kearney, M. W., **Hu, L.,** & Alieva, I. (2019). ppcong: Interfacing with ProPublica's 'Congress' API (Version 0.0.2) [R package]. CRAN. https://CRAN.R-project.org/package=ppcong

Kearney, M. W., Hvitfeldt, E., & **Hu, L.** (2019). textfeatures: Extracts Features from Text (Version 0.3.3) [R package]. CRAN. https://CRAN.R-project.org/package=textfeatures

TEACHING RECORD

A. List of Courses Taught

Teaching Assistant (Grading and Lecturing)   Spring 2021

JOURN 4430/JOURN 7430 Computer-Assisted Reporting

University of Missouri, School of Journalism

- Enrollment: 22

Instructor of Record   Fall 2020

JOURN 1200 Fundamentals of Visual Journalism and Strategic Communication

University of Missouri, School of Journalism

- Enrollment: 19

Teaching Assistant (Grading and Lecturing)   Spring 2020

JOURN 1200 Fundamentals of Visual Journalism and Strategic Communication

University of Missouri, School of Journalism

- Enrollment: 19

Co-Instructor (Instructing under Supervision)   Fall 2019

JOURN 2150 Fundamentals of Multimedia Journalism

University of Missouri, School of Journalism

- Enrollment: 57 (Three Sections)

Co-Instructor (Instructing under Supervision)   Spring 2019

JOURN 2150 Fundamentals of Multimedia Journalism

University of Missouri, School of Journalism

- Enrollment: 47 (Three Sections)

Teaching Assistant (Lecturing)   Fall 2018

JOURN 2150 Fundamentals of Multimedia Journalism

University of Missouri, School of Journalism

- Enrollment: 57 (Three Sections)

Part-Time Lecturer & Curriculum Advisor   March 2016–June 2017

New media editing and data journalism

Dongguan Polytechnic, Dongguan, China

B. Guest Speaker

Computational Methods and Big Data   Spring 2021

University of Nebraska Omaha, School of Communication

C. Advising Record

- Providing guidance on thesis writing (method section) of a master's student at the Missouri School of Journalism.   Fall 2019
- Providing guidance on one of my undergraduate student's applications of graduate studies.   Spring 2020
- Providing guidance on data analyses and R programming for several Ph.D. students at the Missouri School of Journalism.   2019–2020

RESEACH & TEACHING SKILLS

- Programming Skills: **R** (4 years), **Python** (3 years), **C**, **HTML**, **CSS**. Experience with developing **R packages** for data scraping and text vectorization. Experience with applying **machine learning and deep learning** to research.
- Statistics Skills: Experience with using Poisson regression, negative binomial regression, logistic regression, multilevel modeling, spline regression, SEM, cluster analysis, and time series analysis in research.
- Multimedia Skills: Experience with teaching Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, and Adobe Audacity.

PROFESSIONAL EXPERIENCE

Editor & Data Journalist

Guangzhou Daily, Guangzhou, China   Aug. 2013–June 2017

- Editing, translating, and producing stories for *Guangzhou Daily* News Application and its official accounts on Micro blog and WeChat platforms.
- Data collecting, sorting, analyzing, and interpreting; coordinating with designers and programmers to produce data reports.

Intern Reporter

Deyang TV Station, Deyang, China   Jan. 2010–Apr. 2010

- Assisting in searching background information to support news reporting.
- Interviewing, video shooting, and news writing.

ACADEMIC POSITIONS HELD

Research Assistant, Dr. Michael W. Kearney

University of Missouri, School of Journalism   Aug. 2017–present

- Leading the research project "Examining Gender Differences in Political Discussion on Twitter," producing two papers.
- Leading a software development project and developed an R package "healthforum."
- Assisted Dr. Kearney in doing the research project "Classifying Twitter Bots," producing one paper.
- Assisting Dr. Kearney in developing R packages "ppcong" and "textfeatures."

Research Assistant, Dr. Cynthia M. Frisby

University of Missouri, School of Journalism   Aug. 2017–May 2018

- Leading the research project "Spiral of Silence Study," conducting a survey and producing two papers.
- Assisting Dr. Frisby in doing the research project "microaggression" and produced one paper.

Part-Time Research Assistant, Dr. Lingnan He

Sun Yat-Sen University, Lab for Big Data and Communication   Mar. 2015–June 2017

- Project director of "WeChat Rumors Analysis," using LIWC (Linguistic Inquiry and word count) tool and manual coding to analyze misinformation occurs on social media WeChat and writing industry reports and academic papers.
- Project director of "WeChat Official Accounts Analysis," using text analysis and case study methods to analyze media coverage on WeChat, comparing them with coverage in traditional media, and writing academic papers.
- Project members of "Urban GIS Microblog Analysis," analyzing the micro blog posts shared by users in different districts of Guangzhou City, exploring the relationship between urban geographical spaces and citizens' emotions and opinions.

ACADEMIC SERVICE

Journal Reviewer

- *Human Communication Research*   Sept. 2020–present
- *Journal of Language and Social Psychology*   May 2020–present
- *Journal of Global Media and China*   June 2019–present
- *Visual Communication Quarterly*   Sept. 2018–present

Conference Paper Reviewer

- ICA Computational Methods Division   Dec. 2019–present

Panel Speaker

- INTDSC 2001 Intro to Research, Fellowship & Discovery (MU)   Spring 2021

- INTDSC 2001 Intro to Research, Fellowship & Discovery (MU)   Fall 2020

Member of Tencent's Young Researcher Think Tank   Apr. 2020–present

Member of ICA Computational Methods Division   Mar. 2019–present

Staff of PCI (political communication institute at MU)   Aug. 2018–present

Member of AEJMC Communication Theory & Methodology Division June 2018–present

GRANT, HONORS, & AWARDS

A. Grants

Funded as Research Assistant

Internal Funding for Big Data Research and Training, Columbia MO   June–July 2019

- $3,000

Funded as Research Assistant

Graves Strategic Communication Faculty Facilitation Fund, Columbia MO   Apr. 2018

- Survey for the "Spiral of Silence Study" $2,500

B. Awards & Scholarships

Donald S Mozley Scholarship   2017–2020

University of Missouri, U.S.

Monthly News Reporting Awards   2016–2017

Guangzhou Daily, Guangzhou, China

Award for Outstanding Graduates   June 2010

Communication University of Zhejiang, Hangzhou, China

Scholarship for Excellent Social Work   June 2010

Communication University of Zhejiang, Hangzhou, China

Three Merits Student Award   June 2009

Communication University of Zhejiang, Hangzhou, China

Award for the Best Eloquence in Debates   Apr. 2009

Branch of Youth League Commission in School of Journalism and Communication,

Communication University of Zhejiang, Hangzhou, China

First Prize in Video Competition   Dec. 2008

The 7th Zhejiang Undergraduate Multimedia Works Design Competition, Undergraduate Students' Science and Technology Contest Committee of Zhejiang Province, Hangzhou, China

Third Prize in Photography Competition   Jan. 2008

Branch of Youth League Commission in School of Journalism and Communication, Communication University of Zhejiang, Hangzhou, China

First-Class Scholarship   Dec. 2007

Communication University of Zhejiang, Hangzhou, China

CERTIFICATES

Psychological Consultant Level 3   Apr. 2015

Occupational Skill Testing Authority, China

Planar Designer   June 2010

Computer Education Authorization and Certification, China

Zhejiang Computer Rank Examination Level 3   Sept. 2009

Department of Education of Zhejiang Province, China