

Cheng-Jun Wang

Web Mining Lab

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Curriculum Vitae Updated: Jan 16, 2014

Research Interest

Inspired by the spirit of computational social science, I primarily work on studying human communication behaviors (e.g., information diffusion, collective attention, public discussion, online dating, and social movement) on social media, employing digital fingerprints in an unobtrusive way. For example, I collect and analyze the network data of Digg, Weibo, and YouTube with threshold models in my Ph.D dissertation.

Education

- City University, Hong Kong

Ph.D. Candidate, Department of Media and Communication (expected graduation June, 2013)

Dissertation Title: Jumping over the Network Threshold: Information Diffusion on Information Sharing Websites. Committee members: Jonathan J.H. Zhu, Fei Shen, Crystal Jiang

- Beijing University, Beijing, China

M.A., Department of Journalism and Communication (September, 2008-June, 2010)

- Lanzhou University, Lanzhou, China

B.A., Department of Journalism and Communication (September, 2006-June, 2008)

Academic Visiting

- Australia National University, Canberra, Australia

Exchange, Australian Demographic & Social Research Institute (February, 2012- June, 2012).

Supervised by Robert Ackland

Awards and Honors

- Best paper Award of Asian Symposium of Doctoral Students in Communication (ASDSC), City university of Hong Kong, Hong Kong (Nov, 2013)
- Best paper Award of 3rd Honours Symposium for Asian Ph.D Students in Communication Research, Yonsei university, Seoul, Korea (Oct, 2012)
- Research Tuition Scholarship (RTS, Oct, 2012- Aug, 2013)
- Outstanding Academic Performance Award for Research Degree Students (OAPA, Aug, 2012)
- Travel Grant from Interpersonal Communication Division of ICA 2012 (May, 2012)
- Top 3 Conference Paper Award of 2nd Honours Symposium for Asian Ph.D Students in Communication Research, Singapore (Nov, 2011)
- Outstanding Paper Award of 11th China Communication conference (Jun, 2010)
- P & G Award of China Market Research (Nov, 2009)
- Outstanding Paper Award of People.com (Oct, 2009)
- Top Award of the Challenge Cup of Beijing University (Jun, 2009)

Research projects

- Time Series Analysis of US Election 2012: The Interplay among Tweets, Search Query, Media Coverage, and Opinion Poll (2012. Oct-Now)
- Randomly Sampling Social Media Users (2012.10-Now). I wrote Python scripts to detect the users of Flickr and YouTube, based on which I crawled all photos uploaded by these Flickr users, and all the videos uploaded by the respective YouTube users. Survival analysis will be employed later to study the sustainability of social media users.
- Retweeting Network within the Rich-Club of Sina Weibo (2012.03-Now). We have crawled the social graph and historical tweets of the most influential Weibo users, and plan to analyze the communication network with ERGM and longitudinal network analysis (e.g., SIENA).
- Ipad Photos of Flickr (2012.07-Now). I collected 445k Ipad photos from Flickr to study the use of Ipad in daily life.
- Modeling the spiral of silence with agent-based models (2010.09-2012.01)
- Mobile Internet Use in China (2009.12-2010.06)

- Internet Use in Rural China Areas (2009.06-2009.08)

Academic Publications

Peer-reviewed Journal Articles

- **Wang, C.J.**, Wang, P.P, Zhu, J.J.H (2013). Discussing Occupy Wall Street on Twitter: Longitudinal Network Analysis of Equality, Emotion, and Stability of Public Discussion. *Cyberpsychology, Behavior, and Social Networking*. doi: 10.1089/cyber.2012.0409. [*SSCI, Ranking 4/72 in Communication by 5-year IF*].
- **Wang, C.J.**, Liu D.H., Yang X. (2011). From Self-realization to Group Interaction: Motivation, Attitude, and Behavior of Human Flesh Search. *China Media Report*. 38(2),63-73. (In Chinese)

Scholarly Journal Papers

- Wang, C.J., Liu, D.H.(2011). The Moving Fashion: Fashion Attentiveness and Mobile Internet Use. *Media Digest*. 2011(07), 12-15. (In Chinese)
- Wang, C.J., Zhang, X.Z. (2011). The Rising Cacophony or Dominated Opinions? Public Discussions about Gaddafi on Micro-blog. *Media Digest*. 2011(09), 12-13. (In Chinese)
- **Wang, C.J.**, Zhu, J.J.H (Under Review). The Origin of Burst in Public Attention: The Temporality Hypothesis of the Diffusion of YouTube Videos. *Journal of Communication*.

Papers Under Review

- **Wang, C.J.**, Zhu, J.J.H (Under Review). The Origin of Burst in Public Attention: The Temporality Hypothesis of the Diffusion of YouTube Videos. *Journal of Communication*.
- **Wang, C.J.** (Under Review). Bringing Reference Groups Back: Agent-based Modeling of the Spiral of Silence. *Journal of Communication*.
- **Wang, C.J.**, Zhu, J.J.H (Under Review). Interpersonal Sources or Collective Gatekeepers: Who Is the Primary Driver of News Diffusion on Social News Websites (SNWs)? *Journal of Computer-Mediated Communication*.

Conference Papers

- Wang, C.J. (2014). Information diffusion on Microblogs: Testing the threshold hypothesis of interpersonal effects. Paper to be presented to the 63rd Annual Conference of International Communication Association (ICA), Seattle, Washington, USA. May 22-26.

- Wang, C.J. (2014). The Origin of Bursts in Public Attention: The Temporality Hypothesis for the Diffusion of YouTube Videos. Paper to be presented to the 63rd Annual Conference of International Communication Association (**ICA**), Seattle, Washington, USA. May 22-26.
- Wang, C.J. (2013). Information diffusion on Microblogs: Testing the threshold hypothesis of interpersonal effects. Asian Symposium of Doctoral Students in Communication (ASDSC), City university of Hong Kong, Hong Kong. November 19.
- Wang, C.J, Chen, H.X (2013). Social selection or social influence: Network analysis of information flow within the Rich-club of Sina Weibo. Paper to be presented to the annual conference of International Association for Media and Communication Research (IAMCR), Dublin, Ireland, June 25-29.
- Wang, C.J, Liu, J. (2013). Looking for the signposts on the web: Clickstream analysis of the flow of public attention. Paper to be presented to the 63rd Annual Conference of International Communication Association (**ICA**), London, UK, June 17-21.
- Wang, P.P, Wang, C.J (2013). Rational information sharing or emotional expression in the online discussion: How does leadership spark conversations and trigger feedbacks. Paper to be presented to the 63rd Annual Conference of International Communication Association (**ICA**), London, UK, June 17-21.
- Wang, C.J. (2012). The origin of Bursts in public attention: Peak fraction, popularity, diffusion channels, and categories of YouTube videos. Paper presented at Honours Symposium for Asian Ph.D Students in Communication Research, Seoul, Korea, Oct 27-28.
- Wang, C.J., Wang, P.P (2012). Discussing Occupying Wall Street on Twitter: Longitudinal network analysis of equality, emotion, and stability. Paper to be presented to the 65th Annual Conference of World Association for Public Opinion Research (**WAPOR**), Hong Kong, June 14-16.
- Wang, C.J., Peng, T.Q (2012). Evaluating public discussion of Occupying Wall Street on Twitter: Linking Twitter streams with search queries, opinion polls, media coverage, and stock market index. Paper to be presented to the 65th Annual Conference of World Association for Public Opinion Research (**WAPOR**), Hong Kong, June 14-16.
- Wang, C.J. (2012). Jumping over the network threshold: How widespread could news diffuse on news sharing websites? Paper to be presented to the 62nd Annual Conference of International Communication Association (**ICA**), Phoenix, Arizona, May 24-28. (Appendix)

- Wang, C.J., Wang, P.P (2012). Does the unknown information matter for online daters. Paper to be presented to the 62nd Annual Conference of International Communication Association (**ICA**), Phonix, Arizona, May 24-28.
- Wu, L.F., Wang,C.J. (2011). Heterogeneity and allometric growth of human collaborative tagging behavior. Poster session presented at The 7th Chinese Conference of Complex Networks (CCCN'11), Chengdu, China, October 21-24 (paper).
- Wang, C.J.(2011).The emergence of spiral of silence from individual behaviors: Agent-based modeling of the spiral of silence. Paper presented at The 64th Annual Conference of the World Association for Public Opinion Research (**WAPOR**), Amsterdam, The Netherlands, September 21-23. (Simulation model, paper,slides)
- Wang, C.J.(2011).Surfing mobile Internet motivated by fashion attentiveness: An empirical study of China mobile Internet use. Paper presented at International Telecommunications Society Asia-Pacific Regional Conference (**ITS**), Taibei, Taiwan, June 26-29. (Slides)

Invited Talks

- Jumping over Network Threshold: News Diffusion on News Sharing Website. IR and Friends seminar run by the Commonwealth Scientific and Industrial Research Organisation (CSIRO). May14, 2012.
- The Way to Computational Communication (通往计算传播学之路). Department of Journalism and Communication, Shenzhen University. Jan 4th, 2013.

Books Reviews, Translations, and Chapters

- Wang, C.J. (2012, July 03). 人类90%的行为是可以预测的. [Review of the book *Bursts: The Hidden Pattern Behind Everything We Do.*, by Albert-Laszlo Barabasi]. 中国图书商报, 1857.
- Wang, C.J. (2012, August 17). 爆发: 人类行为在时间尺度上的特征. [Review of the book *Bursts: The Hidden Pattern Behind Everything We Do.*, by Albert-Laszlo Barabasi]. 中国科学报, 1857.
- Maksim Tsvetovat & Alexander Kouznetsov. (2011). Social Network Analysis for Startups: Finding connections on the Social Web (Yang, Z.P., **Wang, C.J.**, et al., Trans.). O'Reilly Media (In Press).
- Wang, C.J. (2014). 高级社会网络分析. 计算社会科学导论 (阳志平主编).华章出版社.

Community Service

I served as a reviewer for International Journal of Public Opinion Research (IJPOR), Cyberpsychology, Behavior, and Social Networking (CBS), as well as the conference of International Communication Association (ICA). My professional affiliations include:

- World Association of Public Opinion Research (WAPOR)
- International Telecommunications Society (ITS)
- International Communication Association (ICA)

Teaching

My teaching interests are in social networks and new communication technologies, communication theory, and quantitative research methods (e.g., Network analysis), and especially the application field of communication, such as public relationship and advertising.

Courses I Worked as TA

- COM3106 Media and Society. Semester A 2012-2013, City University of Hong Kong
- COM2401 Fundamentals of Advertising. Semester A 2011-2012, City University of Hong Kong
- COM3413 Writing for Public Relations. Semester B 2010-2011, City University of Hong Kong
- COM5106 Integrated Marketing Communication. Semester B 2012-2013, City University of Hong Kong