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Alvin Zhou

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Education

University of Pennsylvania

Ex. 2022	Ph.D. in Communication, The Annenberg School
2020	M.A. in Statistics, The Wharton School
2019	M.A. in Communication, The Annenberg School

University of Southern California

2017	M.A. in Strategic Public Relations, The Annenberg School

Tsinghua University

2015	B.Eng. in Mechanical Engineering
2015	B.A. in Journalism

Research Areas

- Computational Social Science: Digital Media, Social Networks, Causal Inference
- Strategic Communication: Public Relations, Network Ecology, Public-Public Relationships
- Political Communication: Audience Behavior, News Consumption, Ideological Segregation

Awards and Honors

Academic Research Awards and Honors

2019	Robert Heath Award, International Communication Association
2019	Top Faculty Paper Award, 1st Place, International Communication Association
2018	Top Student Paper Award, 1st Place, National Communication Association
2017-22	Annenberg Summer Fellowship, University of Pennsylvania
2017-22	Annenberg Research/Teaching Fellowship, University of Pennsylvania
2017	Director's Award for Excellence, University of Southern California
2016	Top Student Paper Award, 3rd Place, National Communication Association

Travel and Other Awards and Honors

2019-22	GAPSA Student Travel Grant, University of Pennsylvania
2019	Prestage-Cook Travel Award, Southern Political Science Association
2019	Student Travel Grant, ICA Computational Methods Interest Group

2017   Student Travel Grant, International Communication Association
2016   GSG Student Travel Grant, University of Southern California
2014   Student Leadership Award, Tsinghua University
2013   Silver Award, College Student Physics Competition, Chinese Physical Society

PUBLICATIONS

* Pre-prints and replication materials for all publications are available on my OSF page.

Journal Articles

[3] Xu, S., & Zhou, A. (2020). Hashtag Homophily in Twitter Network: Examining a Controversial Cause-Related Marketing Campaign. *Computers in Human Behavior, 102*, 87-96. [doi]
[SSCI, 2018 1Y/5YIF: 4.306/4.964]

[2] Jaidka, K., Zhou, A., & Lelkes, Y. (2019). Brevity is the Soul of Twitter: The Constraint Affordance and Political Discussion. *Journal of Communication, 69*(4), 345–372. [doi]
[SSCI, 2018 1Y/5YIF: 3.753/6.718]
[Lead Article] [Media Coverage: Washington Post]

[1] Zhou, A. (2019). Bring Publics back into Networked Public Relations Research: A Dual-Projection Approach for Network Ecology. *Public Relations Review, 45*(4), 101772. [doi]
[SSCI, 2018 1Y/5YIF: 1.616/2.013]

Journal Articles Under Review

[2] Zhou, A. *Causal Effects of Affordance Change on Communication Behavior.*
[1] Zhou, A., & Xu, S. *Remaking Dialogic Principles for the Digital Age: The Role of Affordances in Dialogue and Engagement.* [pre-print]

Book Reviews

[2] Zhou, A. (2018). Review of *Society & the Internet: How Networks of Information and Communication are Changing Our Lives*, edited by Mark Graham & William H. Dutton. *Information, Communication & Society, 21*(12), 1769-1771. [doi]

[1] Zhou, A. (2017). Review of *#Republic: Divided Democracy in the Age of Social Media*, by Cass R. Sunstein. *Journal of Communication, 67*(6), E12–E14. [doi]

Refereed Conference Presentations

[11] Wang, R., Zhou, A., & Bar, F. (2020). *Identifying Network Mechanisms Underlying the Use of #HongKongPoliceBrutality.* International Network for Social Network Analysis (SunBelt), Paris, France.

[10] Zhou, A. (2020). *Relationship Management in an Organizational Network Ecology: Toward the Concept of Public-Public Relationships.* International Communication Association (Public Relations Division), Gold Coast, Australia.

[9] Jaidka, K., Zhou, A., & Lelkes, Y. (2020). *This SIDE of Us: Experiments to Improve Deliberation by Manipulating Social Media Affordances.* International Communication Association (Computational Methods Interest Group), Gold Coast, Australia. [Also Presented at IC2S2 2020]

[8] Zhou, A., & Xu, S. (2019). *Expanding and Repositioning the "Ease of Interface" Dialogic Principle: The Role of Affordances in Digital Dialogue and Engagement.* International Communi-

cation Association (Public Relations Division), Washington, DC. [Robert Heath Award] [Top Faculty Paper Award, 1st Place]

[7] Zhou, A., & González-Bailón, S. (2019). *Revisiting Ideological Segregation on the Web: A Block Model Approach to Audience Network Data.* International Communication Association (Computational Methods Interest Group), Washington, DC.

[6] Jaidka, K., Zhou, A., & Lelkes, Y. (2019). *The Effect of Technological Affordances on the Online Political Sphere: The Case of Twitter Character Limit Switch.* International Communication Association (Political Communication Division), Washington, DC. [Also Presented at SPSA 2019 & APSA 2019]

[5] Zhou, A. (2019). *Networks of Publics Overlap: A Network Measure for Social Media Campaign Management.* International Public Relations Research Conference, Orlando, FL.

[4] Zhou, A., & Xu, S. (2018). *Bigger Playground, Better Dialogues?: A Large-Scale Examination of Corporate Twitter Communication in the 280-Character Era.* National Communication Association (Public Relations Division), Salt Lake City, UT. [Top Student Paper Award, 1st Place]

[3] Zhou, A. (2018). *Bring Publics back into Networked Public Relations Research: A Dual-Projection Approach for Network Ecology.* International Communication Association (Public Relations Division), Prague, Czech Republic.

[2] Zhou, A., & Khan, A. (2017). *Altruistic or "Pinkwashed" CSR Discourse: An Analysis of Corporate and Non-Profit LGBTQ Values.* International Communication Association (Public Relations Division), San Diego, CA.

[1] Zhou, A. (2016). *The Emerging Values of Global CSR Discourse: A Cross-National Big-Data Analysis of Fortune Global 500 Companies' LGBT Values.* National Communication Association (Public Relations Division), Philadelphia, PA. [Top Student Paper Award, 3rd Place]

Invited Presentations

2019   Invited Panelist, *How Far Have We Come?: Public Relations Theory Building and Development*, International Communication Association.

2019   Invited Talk, *Advancing the Network Ecology Approach to Public Relations*, Invited by Adam Saffer, University of North Carolina at Chapel Hill.

2019   Invited Talk, *Advancing the Network Ecology Approach to Public Relations*, Invited by Maureen Taylor, University of Tennessee.

2016   Invited Talk, *Automated Text Analysis with Topic Modeling*, Invited by Patricia Riley, University of Southern California.

Teaching

Teaching Areas
- Computational Social Science: Data Mining/Visualization, Social Computing, Networks
- Public Relations Theory, Method, and Campaign
- Audience Behavior, News Consumption, Ideological Segregation
- Digital Methods, Quantitative Research Methods, Causal Inference

Teaching Training and Honors

2020 Teaching Certificate, Center for Teaching and Learning, UPenn
2019 Boot Camp on Online Teaching, Center for Teaching and Learning, UPenn
2018 Teaching Qualification, Center for Teaching and Learning, UPenn

Teaching Experiences

2020 COMM 313, Computational Text Analysis, University of Pennsylvania
Teaching Fellow for Matthew O'Donnell, 50 Students
Manage Weekly Lab Sessions on Text Analysis in Python
One Guest Lecture on *Natural Language Processing in Communication Research*

2019 COMM 226, Intro to Political Communication, University of Pennsylvania
Teaching Fellow for Doron Taussig, 70 Students
One Guest Lecture on *Political Polarization*

2019 COMM 407, Understanding Social Networks, University of Pennsylvania
Teaching Fellow for Sandra González-Bailón, 22 Students
Manage Weekly Lab Sessions on Social Network Analysis in Gephi

2019 COMM 130, Media Industries and Society, University of Pennsylvania
Teaching Fellow for Lee McGuigan, 70 Students
One Guest Lecture on *The Contemporary Video Game Industry*

2019 COMM 284, Public Relations Research, Measurement, and Evaluation, Drexel University
Guest Lecturer Invited by Hyunmin Lee, 20 Students
Two Guest Lectures on *Public Relations & Social Networks*

Grant Experiences

2020 PI for *Digital Inequalities in Organizational Listening*
Page/Johnson Legacy Scholar Grant ($9,900)
Not Funded. Co-PI: Rita Linjuan Men & Tom Kelleher

2020 Co-PI for *Using Chatbots for Organizational Listening*
Page/Johnson Legacy Scholar Grant ($5,500)
Funded. PI: Rita Linjuan Men; Co-PI: Wanhsiu Sunny Tsai

2019 Research Fellow for *Effects of Social Network Affordances on Political Discussion Health*
Facebook Integrity Foundational Research ($100,000)
Funded. PI: Yphtach Lelkes

2018-20 Research Fellow for *Digital News and the Consumption of Information Online*
National Science Foundation Grant ($130,000)
Funded. PI: Sandra González-Bailón

Academic Experiences

2018 The Annenberg Summer Institute for Methods and Statistics (ASIMS)
2018 Research Fellow for Sandra González-Bailón: DiMeNet Research Group
2017-18 Research Fellow for Damon Centola: Network Dynamics Group

2016-17   Research Assistant for Jay Wang: Center on Public Diplomacy
2015-17   Research Assistant for Patricia Riley: Scenario Lab
2015-17   Research Assistant for Joe Saltzman: The Norman Lear Center
2012-14   Research Assistant for Jianbin Jin: Tsinghua-RenRen Social Media Lab
2012-14   Research Assistant for Guanpeng Dong: IPRSC

SERVICES

Review Services
2019-   Ad-hoc Reviewer (by alphabetical order):
      Political Communication, Public Relations Review
2017-   ICA Divisions: Computational Methods, Political Communication, & Public Relations
2016-   NCA Divisions: Political Communication & Public Relations

Administrative and Conference Services
2019-   Social Media and Fundraising Committee, Public Relations Division, NCA
2018-   Group Coordinator, DiMeNet Research Group, University of Pennsylvania
2015-17   IJPC Manager, Norman Lear Center, University of Southern California

GRADUATE COURSEWORK

Computational Social Science and Advanced Statistics
Data Visualization (UPenn Annenberg, Sandra González-Bailón)
Causal Inference and Bayesian Inference (UPenn Political Science, Daniel Hopkins)
Research Methods for a Fragmented Media Environment (UPenn Annenberg, Yphtach Lelkes)
Research Seminar on Computational Social Science (UPenn Annenberg, Damon Centola)
Experimental Design and Issues in Causality (UPenn Annenberg, Diana Mutz)
Modern Data Mining (Wharton, Linda Zhao)
Causal Inference (Wharton, Dylan Small)
Observational Studies (Wharton, Dylan Small)
Modern Regression and Machine Learning (Wharton, Richard Berk)
Nonparametric and Log-Linear Models (Wharton, Paul Rosenbaum)
Applied Regression and Analysis of Variance (Wharton, Paul Rosenbaum)
Modern Statistics for Social and Behavioral Sciences (USC Psychology, Rand Wilcox)

Strategic Communication
Theories of Organizational Communication (USC Annenberg, Patricia Riley)
Research and Evaluation for Communication Campaigns (UPenn Annenberg, Robert Hornik)
Strategic Public Relations (USC Annenberg, Dotty Diemer)
Public Relations Theory, Research, and Campaigns (USC Annenberg, Robert Kozinets)
Multimedia Content Creation for Strategic Public Relations (USC Annenberg, Clint Schaff)
Economic Foundations of Strategic Public Relations (USC Annenberg, Burghardt Tenderich)
Ethical Foundations of Strategic Public Relations (USC Annenberg, Daren Brabham)

Public Relations Writing (USC Annenberg, Ron Grover)

Political Communication
Digital News Consumption (UPenn Annenberg, Sandra González-Bailón)
Polarization and Partisan Discord (UPenn Annenberg, Yphtach Lelkes)
Ideological Segregation (UPenn Annenberg, Sandra González-Bailón)
Affordances and Digital Media (UPenn Annenberg, Yphtach Lelkes)
Social Psychology in Communication (UPenn Annenberg, Joseph Cappella)
Communication Research (UPenn Annenberg, Robert Hornik)
Digital Inequalities (UPenn Annenberg, Julia Ticona)

PROFESSIONAL EXPERIENCES

2014-16 Journalist, Vista Story, Beijing
2013 Broadcaster Intern, Xinhua News Agency, Beijing
2013 Reporter Intern, News Probe, China Central Television, Beijing
2013 Account Executive Intern, BlueFocus Communication Group, Beijing
2012-13 Vice Chairman, Project Management Association, Tsinghua University
2012-13 Vice Minister, Tsinghua Student Union, Tsinghua University

SKILLS

Language Mandarin Chinese (native), R, Python, LaTeX, SPSS, STATA
Media Final Cut Pro, Sony Vegas Pro 12, Adobe Illustrator, & Adobe Photoshop, all proficient with
years of professional multimedia production experiences