

# ALVIN ZHOU

Updated: December 2020

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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, Communication as Design
- 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

- 2020 PRIDE Article of the Year Award, Public Relations Division, NCA
- 2020 Page Legacy Scholar, The Arthur W. Page Center
- 2019 Robert Heath Award, Public Relations Division, ICA
- 2019 Top Faculty Paper Award, 1<sup>st</sup> Place, Public Relations Division, ICA
- 2018 Top Student Paper Award, 1<sup>st</sup> Place, Public Relations Division, NCA
- 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, 3<sup>rd</sup> Place, Public Relations Division, NCA

## Travel and Other Awards and Honors

- 2020 Student Travel Grant, International Communication Association
- 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, replication materials, and pre-registrations for all publications are available on [my OSF page](#).

### Journal Articles

- [4] **Zhou, A.** (2021). Causal effects of affordance change on communication behavior: Empirical evidence from organizational and leadership social media use. *Telematics and Informatics*, 59, 101549. [\[doi\]](#)  
[SSCI, 2019 1Y/5YIF: 4.139/4.454]
- [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, 2019 1Y/5YIF: 5.003/5.696]
- [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, 2019 1Y/5YIF: 4.846/7.175]  
[Lead Article] [Media Coverage: [Washington Post](#), [Washington Examiner](#), [Phys.org](#)]
- [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, 2019 1Y/5YIF: 2.321/2.232]  
[2020 PRIDE Article of the Year Award, Public Relations Division, NCA]

### Working Papers

- [11] **Zhou, A.**, & Dias, N. (In Preparation). *Researcher ideology*.
- [10] **Zhou, A.**, & Xu, S. (In Preparation). *Affordances for mediated dialogue*.
- [9] **Zhou, A.**, Jaidka, K., & Lelkes, Y. (In Preparation). *Reply & reactions*.
- [8] Tsai, W.H. S., **Zhou, A.**, & Men, R. L. (In Preparation). *Chatbots' relational design*.
- [7] Men, R. L., **Zhou, A.**, & Tsai, W.H. S. (In Preparation). *Chatbots for relationship building*.
- [6] **Zhou, A.** (In Preparation). *Public-public relationships*.
- [5] **Zhou, A.**, & Yang, A. (In Preparation). *Movement spillover*.
- [4] Jaidka, K., **Zhou, A.**, Lelkes, Y., Egelhofer, J., & Lecheler, S. (R&R). *Deliberation design*.
- [3] **Zhou, A.** (Under Review). *CSR discourse on LGBTQ advocacy*. [\[doi\]](#)
- [2] Wang, R., **Zhou, A.**, & Bar, F. (Under Review). *Police brutality in Hong Kong*.
- [1] **Zhou, A.**, & Xu, S. (R&R). *Affordances in digital public relations*. [\[doi\]](#)

## 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

- [12] **Zhou, A., & Yang, A.** (2020). *Bridging inter-movement networks: A structural analysis of movement spillover*. National Communication Association (Political Communication Division), Virtual.
- [11] Wang, R., **Zhou, A.**, & Bar, F. (2020). *Identifying network mechanisms underlying the use of #HongKongPoliceBrutality*. International Network for Social Network Analysis (SunBelt), Virtual.
- [10] **Zhou, A.** (2020). *Relationship management in an organizational network ecology: Toward the concept of public-public relationships*. International Communication Association (Public Relations Division), Virtual.
- [9] Jaidka, K., **Zhou, A.**, Lelkes, Y., Egelhofer, J., & Lecheler, S. (2020). *This SIDE of us: Experiments to improve deliberation by manipulating social media affordances*. International Communication Association (Computational Methods Interest Group), Virtual. [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 Communication Association (Public Relations Division), Washington, DC.  
**[Robert Heath Award] [Top Faculty Paper Award, 1<sup>st</sup> 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, 1<sup>st</sup> 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), Virtual.

vision), 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' LGBTQ values*. National Communication Association (Public Relations Division), Philadelphia, PA.  
**[Top Student Paper Award, 3<sup>rd</sup> 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
- 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*  
 The Arthur W. Page Center Page/Johnson Legacy Scholar Grant (\$9,900)  
 Not Funded. Co-PI: Rita Linjuan Men & Tom Kelleher  
 2020 Co-PI for *Harnessing the Power of Chatbots for Organizational Social Listening*  
 The Arthur W. Page Center 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

- 2020 Research Fellow for Yphtach Lelkes: DIG Research Group  
 2018 The Annenberg Summer Institute for Methods and Statistics (ASIMS)  
 2018-21 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

\* Detailed review history can be accessed on [my Publon page](#).

- 2019- Ad-hoc Reviewer (by alphabetical order):  
*Convergence*  
*Journal of Communication Management*  
*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**

- 2021-23 Student and Early Career Representative, Public Relations Division, ICA
- 2020-22 Social Media Committee, Public Relations Division, NCA
- 2019-20 Ad Hoc Fundraising Committee, Public Relations Division, NCA
- 2018-22 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