

ALVIN ZHOU

Updated: February 2021

EDUCATION

University of Pennsylvania

- Ex. 2022 Ph.D. in Communication, The Annenberg School
Concentration: Digital Media & Social Networks
Committee: Sandra González-Bailón, Yphtach Lelkes, & Michael X. Delli Carpini
Dissertation: Digital News Consumption During the 2020 US Presidential Election
Compiling over 3 billion logged observations on US residents' digital news consumption behavior, this project analyzes the demographic composition and the temporal change of political news audiences from 2017 to 2021. The amount of trace data provided me the opportunity to examine who consume news, how elections affect news audiences, and what factors other than partisanship and ideology shape the news reading publics at an unprecedentedly granular level.
- 2020 M.A. in Statistics, The Wharton School
Advisor: Dylan Small
Thesis: Causal Effects of Affordance Change on Communication Behavior
- 2019 M.A. in Communication, The Annenberg School

University of Southern California

- 2017 M.A. in Strategic Public Relations, The Annenberg School
Committee: Aimei Yang, Robert Kozinets, & Larry Gross
Thesis: A Computational Comparison of the Global CSR Discourse on LGBTQ Advocacy

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, 1st Place, Public Relations Division, ICA
- 2018 Top Student Paper Award, 1st 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, 3rd 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](#), [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] **Zhou, A.** (In Preparation). *Public-public relationships*.
- [6] **Zhou, A.**, & Yang, A. (Under Review). *Movement spillover*.
- [5] Men, R. L., **Zhou, A.**, & Tsai, W.H. S. (Under Review). *Chatbots for relationship building*.
- [4] Jaidka, K., **Zhou, A.**, Lelkes, Y., Egelhofer, J., & Lecheler, S. (R&R). *Deliberation design*.
- [3] **Zhou, A.** (R&R). *CSR discourse on LGBTQ advocacy*. [\[doi\]](#)
- [2] Wang, R., & **Zhou, A.** (R&R). *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

- [15] **Zhou, A.**, & González-Bailón, S. (2021). *Digital news consumption leading up to the U.S. 2020 election*. International Communication Association (Journalism Studies Division), Virtual.
- [14] **Zhou, A.**, & Xu, S. (2021). *Is mediated dialogue dead yet?: How media affordances affect organization-public relationship building*. International Communication Association (Public Relations Division), Virtual.
- [13] **Zhou, A.** (2021). *Causal effects of affordance change on communication behavior: Empirical evidence from organizational and leadership social media use*. International Communication Association (Communication and Technology Division), Virtual.
- [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, 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 (IPRRC), 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’ LGBTQ 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

- 2021 COMM 290, Introduction to Network Analysis, University of Pennsylvania
Instructor of Record (with Tian Yang), 16 Students
- 2021 COMM 125, Introduction to Communication Behavior, University of Pennsylvania
Teaching Fellow for Michael X. Delli Carpini, 75 Students
Lead Weekly Group Recitations on Media Effects
- 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

Internet Research

Journal of Communication Management

New Media & Society

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