Chau Tong, Ph.D.

ORCID: 0000-0002-6609-9889

Email: ctt39@cornell.edu

Website: chautong.github.io

Department of Communication

Cornell University

Ithaca NY

Appointments

2021 – now **Postdoctoral Associate**
Department of Communication
Cornell University, USA

2009 – 2010 **Reporter**
Vietnam Financial Review Magazine, Vietnam

Education

Formal Training

2014 – 2021 **PhD in Mass Communication**, University of Wisconsin-Madison, USA.
Minor in Educational Psychology, Quantitative Methodology
Dissertation: "The Political Implications of Search Engines: Usage and Partisan Personalization in Google Search"
Committee: Hernando Rojas (Chair), Barry Burden, Nick Diakopoulos (External), David Kaplan, Douglas McLeod, Michael W. Wagner

2011 – 2013 **M.A. in Communication**, Ewha Women's University, South Korea.

2005 – 2009 **B.A. in English**, Hanoi University, Vietnam.

Certifications

2018 **The Data Science of Government and Political Science**
LinkedIn Learning

External Funding & Research Activities

2021 – now "Using natural language processing and crowd-sourcing to monitor and evaluate public information and communication disparities about colon cancer screening".
PI/co-PIs: King, A., Niederdeppe, J., Margolin, D., Chunara, R..
Funder: National Cancer Institute. *National Institutes of Health*.
Award: R37CA259156.
Roles: Postdoctoral fellow.

2021 – now   "HCC: Medium: Deterring objectionable behavior and fostering emergent norms in social media conversations".
PI/co-PIs: Margolin, D., Bazarova, N., Bohns, V., Kizilcec R., DiFranzo, D.
Funder: *NSF*.
Award: 2106476.
Roles: Collaborator.

2014 – 2018   University of Wisconsin-Madison
- Social Media and Democracy
  PI/co-PIs: Shah, D.
- Mass Communication Research Center
  PI/co-PIs: McLeod, D. & Shah, D.
- International Research Group
  PI/co-PIs: Rojas, H.
- Computational Methods
  Student-led Research Group
- Online Russian Propaganda Activities in the 2016 US Presidential Election
  Student-led Research Group
- Project DATA: Algorithm and Political Marketing in the Digital Age
  PI/co-PIs: Kim, Y.M.
- Physiology and Communication Effects
  PI/co-PIs: Wagner, M.

Roles: Member of 7 Research Groups (23 Projects).

2011 – 2013   Ewha Women's University, South Korea
Roles: Research Assistant (5 Projects).

Awards & Honors

2020   University of Wisconsin-Madison, School of Journalism and Mass Communication
Dissertation Research Grant, $2,000

2020   University of Wisconsin-Madison, The Graduate School
Graduate Student Research Grant Competition, $1,500

2020   Communication and Technology Division, ICA
Conference Travel Grant

2019   University of Wisconsin-Madison, The Graduate School
Louise Elizabeth George Scholarship (Dissertation Fellowship), $1,000

2019   University of Wisconsin-Madison, The Elections Research Center
Travel Awards, $750

2019	Political Communication Interest Group, AEJMC
	Top Student-led Paper
	Donatenow!: A computer-assisted analysis of musician's political engagement on Twitter
	with Lukito, J., Loya, L., Davalos, C., Li, J., & McLeod, D.

2018	Ethnicity & Race Division, ICA
	Second-Top Student Paper
	White Elitism, Passive Empathy and the Modern Ideological Discourse on the Suffering of the Other

2018	American Association of Public Opinion Research
	Conference Travel Award
	Job Insecurity and Vote Choice in the 2016 Primaries Election

2016	Health Communication Division, ICA
	Top 4 Paper Award
	The Interplay between Verbal Frames and Images in Influencing News Readers' Perceptions of the Social Determinants of Obesity
	with Liu, J., Kornfield, R., Chen, Y.

2011 – 2013	Ewha Women's University, South Korea
	Korean Government Cultural Exchange Scholarship

2006	Hanoi University, Vietnam
	Top Prize in English Speaking Contest

2006	Institute of International Education, Vietnam
	Top Prize in Essay Writing Contest on Environmental Theme

Research & Teaching Interests

- Communication Technologies and Politics
- Public Opinion
- Race and Media
- International Communication
- News Media and Journalism Theories
- Strategic Communication (Digital Marketing, Social Influence)
- Research Methods
- Social Media Analytics
- Computational Media and Data Science

Publications

Peer-reviewed Papers

2022　　**Tong, C.**, Margolin, D., Chunara, R., Niederdeppe, J., Taylor, T., Dunbar, N. & King, A. Search Term Identification Methods for Computational Health Communication: A Word Embedding and Network Approach for Health Content on YouTube. *JMIR Medical Informatics.* doi:10.2196/37862.

2022　　Suk, J., Lukito J., Su, M., Kim, S.J., **Tong, C.**, Sun, Z., & Sarma, P. Do I sound American? How message attributes of foreign disinformation relate to Twitter engagement. *Computational Communication Research.*

2021　　**Tong, C**., Winckler, H., & Rojas, H. The Connection Between Perceptions of Media Bias and Influence and Affective Polarization - An Examination in Brazil and Mexico and the United States. *Revista de Comunicación Política (Political Communication Magazine).* doi:10.29105/rcp3-1.

2021　　Lukito, J., Loya, L., Davalos, C., Li, J., **Tong, C**., McLeod, D. Chiming in: A computer-assisted analysis of popular musicians' political engagement on Twitter. *Social Media and Society.* doi:10.1177/20563051211019013.

2020　　**Tong, C**., Gill, H., Li, J., Valenzuela, S., Rojas, H. "Fake News is Anything They Say!" – Conceptualization and Weaponization of Fake News among the American Public. *Mass Communication and Society.* doi:10.1080/15205436.2020.1789661.

2020　　Ghosh, S., Su, M., Abhishek, A., Suk, J., **Tong, C**., Kamath, K., Hills, O., Correa, T., Garlough, C., Borah, P. and Shah, D. Covering MeToo Across the News Spectrum: Political Accusation and Public Events as Drivers of Press Attention. *International Journal of Press and Politics.* doi:10.1177/1940161220968081.

2019　　Xia, Y., Lukito, J., Zhang, Y., Wells, C., Kim, S. J., **Tong, C**. Disinformation performed: Self-presentation of a Russian IRA account on Twitter. *Information, Communication and Society.* doi:10.1080/1369118X.2019.1621921.

Book Chapters

2020　　**Tong, C**., Gill, H., Li, J., Valenzuela, S., Rojas, H. "Fake News is Anything They Say!" Conceptualization and Weaponization of Fake News among the American Public. *What IS "news"?.* Donnalyn Pompper and Lindsay Hoffman (Eds.), Routledge, London.

Peer-reviewed Conference Presentations

2022　　**Tong, C**., Margolin, D., King, A., Niederdeppe, J. and Chunara, R. Who Endorses and How? Application of Automated Linguistic Analysis and Supervised Machine Learning to Detect Persuasion Strategies in ColorectalCancer Screening Messages for Whites and Black Americans on Twitter. *Paper accepted to present at the Health Communication Division, Annual NCA Conference in New Orleans, Louisiana.*

2022   King, A., **Tong, C.**, Margolin, D., Niederdeppe, J., Chunara, R. and Kwanho, K. Prevalence and Content of Messages in the Public Communication Environment about Alcohol Use as a Modifiable Risk Factor. *Paper accepted to present at the Society for Risk Analysis Annual Conference in Tampa, Florida.*

2022   **Tong, C.**, Nguyen, N., Ha, H., Do, H., Vu, H. Dealing with Misinformation on COVID-19: Comparing the Use of Transparency and Accessibility in Fact-Checking Practices across 74 Countries. *Symposium on Misinformation and Global Communication.*

2022   **Tong, C.**, Margolin, D., Chunara, R., Niederdeppe, J., Taylor, T., Dunbar, N. and King, A. Search Term Identification Methods for Computational Health Communication: A Similarity-Based Approach for Health Content on YouTube *Paper presented at the Health Communication Division, ICA Conference.* https://youtu.be/KKCRbFgK-ok.

2022   **Tong, C**. Exploring the Relationship between Political Ideology and Confirmation Bias in Web Search *Paper presented at the Political Communication Division, ICA Conference.*

2021   **Tong, C**. Examining The Mediating Role of Search Efficacy, Algorithmic Knowledge, and Perceived Accuracy on the Use of Online Search for Political Information: A Structural Equation Modeling Approach. *Paper presented at the Human Communication and Technology Division, NCA Conference.*

2021   **Tong, C**. & Diakopoulos, N. Searching for BLM: Search behavior and Google results during the 2020 Black Lives Matter protests. *Paper presented at the Communication and Technology division, ICA Virtual Conference.*

2020   **Tong, C**. Who Prefers Algorithmic filtering of Political News? Examining Individual and Partisan Susceptibility to News Personalization. *Poster presentation at the Political Communication Division, AEJMC Conference.*

2020   **Tong, C**. Partisan Personalization in Google Search Results. *Paper accepted to the Communication and Technology Division Doctoral Consortium, ICA Conference.*

2020   **Tong, C**. The Political Use of Search Engines: Differences in the Information Seeking Habits between Right-leaning and Left-leaning Users. *Paper presented at the AEJMC Midwinter Conference, Oklahoma, USA.*

2019   **Tong, C**. & Wang, S. "Tumblrpocalypse": Patterns of User and Community Migration Across Social Media Platforms. *International Communication Association Post-Conference on Creator Governance: Platforms, Policy, Rights, and Regulation, Washington DC.*

2019   Lukito, J., Loya, L., Davalos, C., Li, J., **Tong, C**., McLeod, D. Donatenow!: A computer-assisted analysis of musician's political engagement on Twitter. *Paper presented at the Political Communication Interest Group, AEJMC Conference.* **Top Student-Led Paper**.

2018   **Tong, C**. & Rojas, H. Authoritarian Orientation and Political Participation Revisited: The 2016 U.S. Presidential Primaries. *Paper presented at the Mass Communication Division, 2018 International Conference Annual Conference in Prague, Czech Republic.*

2018   **Tong, C**. White Elitism, Passive Empathy and the Modern Ideological Discourse on the Suffering of "the Other". *Paper presented at the Ethnicity and Race in Communication Division, 2018 International Conference Annual Conference in Prague, Czech Republic.* **Second-Top Student Paper**.

2018   **Tong, C**. Job Insecurity and Vote Choice in the 2016 Primaries Election. *Paper presented at the American Association of Public Opinion Research Conference in Denver, USA.*

2017   **Tong, C**. The medium is the motivator? Perceptions of Facebook influence and Political Interactions on Facebook as Antecedents of Online Political Expression. *Paper submitted to the Communication and Technology Division, ICA Conference.*

2016   Liu, J., Kornfield, R., Chen, Y. **Tong, C**. The Interplay between Verbal Frames and Images in Influencing News Readers' Perceptions of the Social Determinants of Obesity. *Paper presented at the Health Communication Division, ICA Conference.* **Top 4 Paper Award**.

2016   **Tong, C**. Perceived Group Deprivation, Intergroup Emotion, Identity and Vote Choice in the 2016 Presidential Election. *Paper submitted to the Association for Education in Journalism and Mass Communication Conference.*

2016   **Tong, C**. & Wagner, M. The Interplay of News Frames on Information Processing: Probing Processing Styles and Deeply-held Attitudes through Physiological Measures. *Poster presented at the Information Systems Division, 2016 International Communication Association Conference in Fukuoka, Japan.*

2015   **Tong, C**. Comparative Media Discourse on LGBT Rights: A Cross-National Comparative Examination. *Paper presented at the Qualitative Research Group Meeting, School of Journalism and Mass Communication, University of Wisconsin-Madison.*

2012   **Tong, C**. & Lee, G. Analysis of Hallyu in Vietnamese Media: Objects and Frames of Korean Wave. *Paper presented at the International Conference on Understanding Korean Cultural Wave in Asia, Ho Chi Minh City, Vietnam.*

Manuscripts in Progress

Tong, C.   Navigating the "search space": Digital algorithmic knowledge gaps and the use of online search engines for political information.

Tong, C.   Exploring the relationship between political ideology and confirmation bias in Web Search: A study of partisan information seeking tendencies.

Tong, C.   Unite or divide? Biased search queries and Google Search results in polarized politics.

Tong, C. & Diakopoulos, N. Searching for BLM: Search behavior and Google results during the 2020 Black Lives Matter protests.

Valenzuela, S., Ramirez, J., Pina, M, & **Tong, C**. Framing Effects on Intentions to Share News on Social Media: Studying Cognitive and Affective Explanations.

Invited Talks & Presentations

2022   **Tong, C**. Dealing with Misinformation on COVID-19: Comparing the Use of Transparency and Accessibility in Fact-Checking Practices across 74 Countries. *Global Fact 9 Conference.* Online. https://globalfact9.com/session/138270

2022   **Tong, C**. Who Prefers Algorithmic filtering of Political News? *Poster presentation at the Cornell Alumni Research Poster Open House.*

2021   **Tong, C**. Bias by Design: Combining Old and New Methods to Contextualize Information Engagement, Exposure and Disparities in the Digital Media Environment. *Department of Communication, Cornell University.* Online.

Teaching

Undergraduate

2014 – 2018   **J201: Introduction to Mass Communication**
Teaching Assistant
University of Wisconsin-Madison

2016 – 2017   **J162: Mass Media in Multicultural America** (Online Mode)
Teaching Assistant
University of Wisconsin-Madison

2018   **CA345: Online Communication and Interpersonal Relationships**
Course grader
University of Wisconsin-Madison

Graduate Workshops

2021   **COMM 6750: Research Methods for Social Networks and Social Media**
A primer to the Twitter API v2 for Academic Research
Guest lecturer
Cornell University

2021   *Topic Modelling and Word Embedding Analysis in R*
Guest lecturer
Cornell University

Student supervision

Graduate RAs

2021 Teairah Taylor
Cornell University

2021 – now Tianen Chen
Cornell University

Undergraduate RAs

2021 – now Lea Jih-Vieira, Tamara Kamis, Sophia Matthews, Joy Pojim, Sravya Varanasi
Cornell University

Academic & Professional Services

Journal Reviewer & Panel Moderator

- International of Public Opinion Research
- Mass Communication and Society
- Harvard Misinformation Review
- International Communication Association Conferences
- Association for Education in Journalism and Mass Communication Conferences
- American Association of Public Opinion Research Conferences
- International AAAI Conference on Web and Social Media (ICWSM)

Conference Convener

2020 – 2021 **Session Moderator**
Open Data Science Conference

2018 **Research Committee Co-Chair**
Communication Crossroads Conference
University of Wisconsin-Madison

2014 – 2018 **Organizing Committee**
Communication Crossroads Conference
University of Wisconsin-Madison

2015 – 2016 **Panel Organizer**
AccessNow - Digital Conference on Global Digital Rights

2012 **Conference Organizer**
International Conference on Understanding Korean Cultural Wave in Asia

External & Community Roles

2022   **External Reviewer for the Research Grants Council (RGC) of Hong Kong**
RGC's Faculty Development Scheme
University Grants Committee, Hong Kong

2022 – now   **Diversity, Equity and Inclusion Task Force Committee**
Computational Methods Division
International Communication Association

2019 – now   **Working Member**
Data Science Hub
University of Wisconsin-Madison

2019 – 2021   **Annotator & Working Group Member**
Information Security Group
Media Literacy and Credibility Group
Credibility Coalition

2017   **Volunteer**
Send-a-Speaker Diversity Outreach Program
American Association of Public Opinion Research

Professional Experiences & Membership

Professional Experiences

2009 – 2010   **Reporter**
Vietnam Financial Review, Vietnam

2010 – 2011   **Consular Office Staff**
Bangladesh Embassy in Hanoi, Vietnam

2010 – 2011   **Office Secretary**
SK Energy Corp. Representative Office in Hanoi, Vietnam

Professional Society Membership

2021 – now   Open Data Science Conference ODSC Global

2021 – now   Association for the Advancement of Artificial Intelligence

2017 – now   Association of Internet Researchers AOIR

2014 – now   International Communication Association

2014 – now   Association for Education in Journalism and Mass Communication

2014 – now   National Communication Association

2014 – now   America Association of Public Opinion Research

2014 – now   World Association of Public Opinion Research

Skills

Research

- Quantitative methods: Surveys, Experiments
- Qualitative methods: Discourse Analysis, Qualitative Textual Analysis
- Computational methods: Natural Language Processing, Machine Learning
- Digital methods: Web & Social Media Data, Platform Studies

Software

- R Programming
- Python Programming
- Shell Scripting
- Cloud Computing
- Git (for version control)
- LaTeX
- SPSS Statistics
- HTML
- Adobe Photoshop
- Adobe Illustrator

Languages

Vietnamese Native

Korean   College-Level Proficiency

English   Full Proficiency

Glossary

These are the meanings of the symbols used throughout this document:

 Link to code samples or code repository on GitHub

 Link to an open-access PDF, usually a preprint or postprint

 Link to a video on YouTube

 Link to a data archive

 Link to presentation slides

 Link to a poster