

Mengyu Li

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University of Wisconsin-Madison, 5143 Vilas Hall, 821 University Ave, Madison, WI 53706

EDUCATION

University of Wisconsin-Madison Ph.D. Candidate in Mass Communications, GPA: 3.91/4.00, Minor in Educational Psychology: Quantitative methods Advisors: Dhavan Shah Dissertation: Mapping reproductive rights advocacy and opposition in digital multiplatform environments. Dissertation Committee: Sijia Yang, Catalina Toma, Jon Pevehouse, Markus Brauer	Madison, WI, US 2020-present
Hong Kong Baptist University Master of Philosophy in Communication Studies, GPA: 4.00/4.00 Advisors: Céline Yunya Song Dissertation: Digital activism in the networked age: The case of #MeToo movement in China.	Hong Kong, CN 2018-2020
Chinese University of Hong Kong Master of Arts in Global Communication, GPA: 3.54/4.00	Hong Kong, CN 2017-2018
Renmin University of China Bachelor of Management in Human Resource, GPA: 3.56/4.00 Minor in Communication, GPA: 3.74/4.00	Beijing, CN 2013-2017

RESEARCH AREAS

Topics: Social Media; Political Communication; Gender Politics & Women's Health; Media Psychology; Media Effects; Comparative Cross-National Analysis.

Methods: Computational Textual Analysis; Multi-Modal Automatic Content Analysis; Web-Based Experiments; Cross-National Surveys.

HONORS AND AWARDS

Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellow. <i>University of Wisconsin-Madison.</i>	2024-2025
Leadership Award for Outstanding Service. <i>University of Wisconsin-Madison.</i>	2022
Full-fellowship Award for Outstanding Postgraduate Students. <i>Hong Kong Baptist University.</i>	2018-2020
Outstanding Undergraduate Thesis Award in Journalism and Communication. <i>Renmin University of China.</i>	2017

GRANTS

External

National Science Foundation Convergence Accelerator Track Fund PIs: Michael Wagner, Srijan Kumar, Munmun De Choudhury, Porismita Borah, Sijia Yang Role on Project:	2022-2025
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- Conducted and synthesized interviews with technology developers for grant proposal.
- Led computational and crowdsourced analyses on misinformation and harassment.
- Designed a large-scale randomized controlled trial with social media interventions.

Supported Research: Li, M., Li, G., & Yang, S. (2024). Correction by distraction: how high-tempo music enhances medical experts' debunking TikTok videos.

Internal

Michael Haley Travel Grant, <i>International Communication Association.</i>	2024
Graduate School Conference Travel Grant, <i>UW-Madison.</i>	2024-2025
Graduate School Research Grant, <i>UW-Madison.</i>	2024-2025
Graduate School Conference Travel Grant, <i>UW-Madison.</i>	2022-2023
Graduate School Research Grant, <i>UW-Madison.</i>	2022-2023

PUBLICATION

- [1] ***Li, M.**, *Li, G., *Yang, S. (2024). Correction by distraction: How high-tempo music enhances medical experts' debunking TikTok videos. *Journal of Computer-Mediated Communication*, 29(5). (*Three authors contribute equally)
- [2] *Mak, M. K., ***Li, M.**, & Rojas, H. (2024). Social media and perceived political polarization: Role of perceived platform affordances, participation in uncivil political discussion, and perceived others' engagement. *Social Media+ Society*, 10(1). (*The first two authors contribute equally)
- [3] **Li, M.**, Sun, L., Wang, Y., Sun, Y., Kwon, H., Suk, J., Yang, J., & Shah, D. V. (2023). Computational approaches to online political expression: a framework for research. In Stephen Coleman and Lone Sorenson (Eds.), *Handbook of Digital Politics*, 2nd Edition, Cheltenham, UK: Edward Elgar.
- [4] Shah, D. V., Sun, Z., Bucy, E. P., Kim, S. J., Sun, Y., **Li, M.**, & Sethares, W. (2023). Building an ICCN multimodal classifier of aggressive political debate style: Towards a computational understanding of candidate performance over time. *Communication Methods and Measures*, 1-18.
- [5] Suk, J., Sun, Y., Sun, L., **Li, M.**, Farías, C., Kwon, H., ... & Shah, D. V. (2023). 'Think global, act local': How# MeToo hybridized across borders and platforms for contextual relevance. *Information, Communication & Society*, 1-22.
- [6] Guan, Y., Liu, S., Guo, M. J., **Li, M.**, Wu, M., Chen, S. X., ... & Tian, L. (2018). Acculturation orientations and Chinese student Sojourners' career adaptability: The roles of career exploration and cultural distance. *Journal of Vocational Behavior*, 104, 228-239.

MANUSCRIPTS UNDER REVIEW

- [1] **Li, M.**, Suk, J., Zhang, Y., Sun, Y., Kwon, H., Lian, R., Wang, Rui., Dong, X., Pevehouse, J., Shah, D. V. A cross-platform, temporal analysis of #MeToo on Twitter, Facebook, and Reddit. (*R & R*).
- [2] *Li, G., ***Li, M.**, Yang, S. Correcting misinformation with expert-led TikTok videos: Impact of perceived expertise. (*Two authors contribute equally) (*R & R*).
- [3] **Li, M.**, Li, G., Rojas, H. Examining the impacts of multi-platform gender politics exposure on political interest, enthusiasm, and online participation. (*Under Review*).
- [4] Jiang, X., Kim, J., Lee, H., **Li, M.**, & Rojas, H. (Year). Perceived extremity of partisan media—How it is shaped by partisanship and information flows. (*Under Review*).
- [5] Cotter, L., Passmore, S., Jones, M., Henning, E., Liao, X., Bhattar, M., **Li, M.**, Mauer, J., Frakes, C., Schultz, D., Hopkins-Sheets, M., & Yang, S. Theorizing localness through a mixed methods approach. (*Under Review*).

MANUSCRIPTS IN PROGRESS

- [1] **Li, M.**, Lu, L., Sun, L., Borah, P., Correa, T., Garlough, C., Shah, D. V. Critical information needs in the Wake of Dobbs: Leveraging LLMs to classify link-sharing patterns on Twitter and Reddit. (*manuscript in preparation*).
- [2] **Li, M.**, Sun, L., Borah, P. Developing a multimodal framework for analyzing gender differences in emotional expression during political debates and examining its impact on public reaction on Twitter over time. (*manuscript in preparation*).
- [3] Mak, M. K., **Li, M.**, Yang, S., Wagner, M.W., & Shah, D. V. News use, political talk, and social media expression: How political communication repertoires influence political efficacy and trust. (*manuscript in preparation*).
- [4] Xu, M., **Li, M.**, Song, Y., Zou, S. Unveiling the self through “bad” language: A mix-method study of Chinese female’s swearing on social media. (*manuscript in preparation*).
- [5] **Li, M.**, Cascio, C. N., & Shah, D. V. Teen social media use: Investigating perceived affordances, wellbeing, and neural responses to peer feedback. (*data collection and analysis*).
- [6] **Li, M.**, Kim, J., Kalmoe, N. P., Yang, S., Wagner, M.W., & Shah, D. V. Understanding and mitigating bias in automated online harassment detection. (*data collection and analysis*).
- [7] **Li, M.**, & Rojas, H. Examining the role of AI-powered chatbots and counterspeech styles in addressing gendered harassment. (*data collection and analysis*).

- [8] **Li, M.**, Mak, M. K., & Rojas, H. A cross-national study of third-person effects on TikTok and Douyin regulation: Comparing impacts in the United States and China. (data collection and analysis).

CONFERENCE PRESENTATIONS

- [1] **Li, M.**, Lu, L., Sun, L., Borah, P., Correa, T., Garlough, C., Shah, D. V. (2024, June). Critical Information Needs in the Wake of Dobbs: A Mix-Method Study of Link-Sharing Patterns on Twitter and Reddit. Paper accepted by the 2024 Conference of International Communication Association (ICA), Gold Coast, Australia.
- [2] **Li, M.**, Sun, L., Borah, P. (2024, June). From the Podium to the Tweets: Examining Emotional Expressions and Twitter Discourse in the 2020 Vice Presidential Debates. Paper accepted by the 2024 Conference of International Communication Association (ICA), Gold Coast, Australia.
- [3] Yang, E., Mi, R., Tahk, A., Cotter, L., Tarfa, A., Lu, L., **Li, M.**, Yang, S., Gustafson, D., Westergaard, R., & Shah, D. (2024, June). Connecting to support: How use of an mHealth app explains antiretroviral medication adherence among people living with HIV and substance use disorders. Paper accepted by the 2024 Conference of International Communication Association (ICA), Gold Coast, Australia.
- [4] Romeo, D., Minich, M., Kriss, L., Ahn, P., Maki, J., Wang, B., **Li, M.**, & Cascio, C. (2024, June). Assessing the impact of exposure to incongruent behaviors on VMPFC activity during subsequent persuasive message exposure. Paper accepted by the 2024 Conference of International Communication Association (ICA), Gold Coast, Australia.
- [5] Cascio, C., Minich, M., Maki, J., Romeo, D., Wang, B., **Li, M.**, Bliss, L., Ahn, P., Selkie, E., & Moreno, M. (2024, June). Relationship between social media use, health, well-being, and neural reactivity to social connectedness. Paper accepted by the 2024 Conference of International Communication Association (ICA), Gold Coast, Australia.
- [6] **Li, M.**, Suk, J., Sun, Y., Lian, R., Zhang, Y., Kwon, H., Wang, Rui., Dong, X., Pevehouse, J., Shah, D. V. (2023, May). Discursive Opportunities in Social Media Activism: A Cross-platform Analysis of #MeToo on Twitter, Facebook, and Reddit, 2017-2020. Paper accepted by the 2023 Conference of International Communication Association (ICA), Toronto, Canada.
- [7] **Li, M.**, Li, G., & Yang, S. (2023, May). Correction through distraction: Testing How High-Tempo Music Enhances Medical Experts' Debunking of COVID-19. Paper accepted by the 2023 Conference of International Communication Association (ICA), Toronto, Canada.
- [8] Mak, M. K., **Li, M.**, & Rojas, H. (2023, May). Social media and perceived political polarization: Role of perceived platform affordances, participation in uncivil political discussion, and perceived others' engagement. Paper accepted by the 2023 Conference of International Communication Association (ICA), Toronto, Canada.
- [9] Mak, M. K. F., **Li, M.**, Yang, S., Shah, D., & Wagner, M. (2023, May). News, talk, and social: Linking political communication repertoires to political efficacy and trust. Paper accepted by the 2023 Conference of International Communication Association (ICA), Toronto, Canada.
- [10] Jiang, X., Kim, J., Lee, H., **Li, M.**, & Rojas, H. (2023, May). Perceived extremity of partisan news--How it is shaped by ideology and catalyzed by partisan information consumption. Paper accepted by the 2023 Conference of International Communication Association (ICA), Toronto, Canada.
- [11] Shah, D. V., Sun, Z., Bucy, E. P., Kim, S. J., Sun, Y., & **Li, M.** (2022, May). Building a multimodal classifier of aggressive political style: A tool for understanding political performance in a populist era. Paper accepted by the 2022 Conference of International Communication Association (ICA), Paris, France.
- [12] **Li, M.** (2021, May). Digital activism in the networked age: Homophily-based repertoire in China's #MeToo movement. Paper accepted by the 2021 Conference of International Communication Association (ICA), Virtual Conference.
- [13] **Li, M.** (2021, May). Language in digital activism: Exploring sexuality, class, and culture through China's #MeToo discourse. Paper accepted by the 2021 Conference of International Communication Association (ICA), Virtual Conference.
- [14] **Li, M.**, & Tsang, S. J. (2020, July). The effects of health evidence and doctor's gender: An experimental study on traditional Chinese medicine advertising. Paper presented at the 2020 Conference of International Association for Media and Communication Research (IACMR), Virtual Conference.

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- [15] Huang, L., Yeo, T. E. D., Cooper, V. A., & Li, M. (2020, May). Dangerous person or dangerous weapon? Media framing of mass shootings in the United States from 1998 to 2018. Paper presented at the 2020 Conference of International Communication Association (ICA), Virtual Conference.
- [16] Li, M., Yeo, T. E. D., & Chu, T. (2020, May). Negotiating Mediated Privacy Boundaries: A Meta-Ethnography of Youth Sexting. Paper accepted by the 2020 Conference of International Communication Association (ICA), Gold Coast, Australia.
- [17] Li, M., Xu, M., Song, Y., & Wang, D. (2020, May). Examining the profanity use and self-expression among women in the networked age: The case of Chinese women's swearing on social media. Paper presented at the 2020 Conference of International Communication Association (ICA), Virtual Conference.
- [18] Li, M. (2019, May). The power of girlishness: A case study of selfie-modification application in postfeminist culture. Paper presented at the 2019 Conference of International Communication Association (ICA), Washington D.C., USA.

TEACHING POSITIONS

University of Wisconsin-Madison

Fall 2021

Teaching Assistant, School of Journalism and Mass Communication

J201 Introduction to Mass Communication

- Led two discussion sections (around 35 students), taught writing and presentation skills, graded exams and papers.

Teaching Assistant, Information School

Summer 2020

LIS 707 Data Visualization & Communication (Asynchronous online course)

- Managed online course content, graded assignments, moderated online discussions (20 students)

Teaching Assistant, Information School

Spring 2020

LIS 705 Introductory Analytics for Decision Making

- Led online labs (30 students), created own syllabus, taught data collection and analysis skills, guided data analysis project, and graded exams and data analysis reports with feedback.

Hong Kong Baptist University

Fall 2019

Teaching Assistant, School of Communication

PRAD 3015 Perspectives in Public Relations and Advertising

- Led in-class discussion (40 students on average), taught consumer research skills, graded exams and gave comments to strategic communication research students conducted.

Teaching Assistant, School of Communication

Spring 2019

COMM1015 Introduction to Media and Communication

- Developed multimedia courseware, guided papers on communication theories, graded exams and gave comments to research papers.

SCHOLARLY MEMBERSHIP & LEADERSHIP

Student Fellow

- Mass Communication Research Center (MCRC), UW-Madison.
- Center for Communication and Democracy (CCD), UW-Madison.
- Institute for Diversity Science (IDS), UW-Madison.

Conference Organization

- Co-Organizer, Brownbag Seminars for Computational Methods Research Group (Spring, 2023).
- Co-Organizer, Communication Crossroads Conference for UW-Madison Graduate Students (March, 2022).

Conference Reviews

- International Communication Association
- Association for Education in Journalism and Mass Communication

SKILLS

Computational Skills

- Data collection using web scraping and APIs with Python and R.
- Named Entity Recognition (NER) with Python and R.
- Sentiment analysis of text, audio and visual using Large Language Models (LLMs).
- Machine learning (supervised and unsupervised) for text classification, topic modeling, and multimodal analysis with Python and R.
- Time series and network analysis of longitudinal and relational data with R and Gephi.
- Agent-based simulation modeling using NetLogo.

Quantitative & Qualitative Research Methods

- Research design for web-based experiments, surveys, and randomized controlled trials (RCTs).
- Qualtrics programming with JavaScript.
- Statistical analysis, including regression, mediation analysis, and structural equation modeling with R and SPSS.
- Design of codebooks crowdsourcing task for quantitative content analysis.
- Thematic analysis and critical discourse analysis (Discourse-Historical Approach).

Programming Languages

- R (advanced), Python (advanced), Java (intermediate), HTML (intermediate).

Multimedia Production

- Audio and video editing and production.
- Graphic and webpage design.
- Data visualization and dashboard with Tableau.

PROFESSIONAL EXPERIENCE

Tsingyan Lingzhi Information Consulting Co., Ltd. (Beijing)

March 2017- May 2017

Research Assistant in Community and Government Relations

- Developed briefing papers and research projects to inform government relations strategies and planned outreach activities to enhance public trust in government clients.

Emerald Group Publishing Limited (Beijing)

Sep 2016 – Nov 2016

Marketing Assistant

- Assisted in the planning and execution of marketing campaigns and updated the marketing database and customer relationship management (CRM) system.

Website Department of NetEase.com (Beijing)

July 2016 - Sep 2016

Digital Content Editor

- Wrote feature articles, news releases, website and newsletter content, marketing materials, and other communications aligned with strategic communications plans of NetEase.

REFERENCES

Dr. Dhavan V. Shah

Jack M. McLeod Professor of Communication Research

Louis A. and Mary E. Maier-Bascom Chair

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Dr. Sijia Yang

Associate Professor

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Dr. Hernando Rojas

Helen Firstbrook Franklin Professor of Journalis

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