

Mengyu Li

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EDUCATION

University of Wisconsin-Madison

Madison, WI, USA

Doctor of Philosophy in Mass Communications, GPA: 3.91/4.00

2020-2025

Minor in Educational Psychology: Quantitative methods

Research foci: social media, computational social science, media psychology

Dissertation: Mapping reproductive rights advocacy and opposition in digital multiplatform environments

Advisors: Dhavan Shah

Dissertation Committee: Sijia Yang, Catalina Toma, Jon Pevehouse, Markus Brauer

Hong Kong Baptist University

Hong Kong, CN

Master of Philosophy in Communication Studies, GPA: 4.00/4.00, Full-fellowship

2018-2020

Chinese University of Hong Kong

Hong Kong, CN

Master of Arts in Global Communication, GPA: 3.54/4.00

2017-2018

Renmin University of China

Beijing, CN

Bachelor of Management in Human Resource & Minor in Communication

2013-2017

GPA: 3.56/4.00 (Minor: 3.74/4.00), Excellent Graduate Thesis for Undergraduates

PUBLICATION

*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)

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.

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.

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.

PAPERS IN PROGRESS

*Li, M., *Li, G., *Yang, S. Correction by Distraction: How High-Tempo Music Enhances Medical Experts' Debunking TikTok Videos. *Journal of Computer-Mediated Communication* (In press). (*Three authors contribute equally)

Li, M., Suk, J., Zhang, Y., Sun, Y., Kwon, H., Lian, R., Wang, Rui., Dong, X., Pevehouse, J., Shah, D. V. Platform Affordances, Discursive Opportunities, and Social Media Activism: A Cross-Platform Analysis of #MeToo on Twitter, Facebook, and Reddit, 2017-2020. (In revision).

*Li, G., *Li, M., *Yang, S. The "Whole-of-Society" Approach for Misinformation Correction: Effects of Expert Didactic TikTok Videos Through Perceived Expertise. (In revision). (*Two authors contribute equally)

Li, M., Li, G., Rojas, H. (manuscript in preparation) When Exposed to Gender Politics Across Multiple Platforms: Exploring Effects on Political Interest, Enthusiasm, and Online Political Participation in the United States and China (under review).

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).

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: What characterizes a "local" health message for rural residents? (under review)

Li, M., Lu, L., Sun, L., Borah, P., Correa, T., Garlough, C., Shah, D. V. (manuscript in preparation). Critical Information Needs in the Wake of Dobbs: A Mix-Method Study of Link-Sharing Patterns on Twitter and Reddit.

Li, M., Sun, L., Borah, P. (manuscript in preparation). From the Podium to the Tweets: Examining Emotional Expressions and Twitter Discourse in the 2020 Vice Presidential Debates.

Xu, M., **Li, M.**, Song, Y., Zou, S. (manuscript in preparation). Unveiling the Self through "Bad" Language: A Mix-Method Study of Chinese Female's Swearing on Social Media.

SELECTED CONFERENCE PAPERS

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.

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.

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.

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.

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.

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.

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 & WORKING EXPERIENCES

University of Wisconsin-Madison

Madison, WI, USA

NSF-funded Project Assistant

2022-2024

- Conducted and synthesized interviews with technology developers to providing supporting material for a [National Science Foundation grant proposal](#)
- Led computational analysis and crowdsourcing content analysis on misinformation and online harassment
- Designed large-scale randomized controlled trial with interventions for debunking misinformation delivered via social media.

Teaching Assistant

2020-2022

Introduction to Mass Communication - School of Journalism & Mass Communication

Introductory Analytics for Decision Making - Information School

Data Visualization & Communication - Information School

- Led two weekly discussion sections, conducted synchronous office hours, and provided email consultations for student support.
- Evaluated and graded prepared speeches, essays, and examinations to ensure academic rigor and feedback for student development.

Hong Kong Baptist University

Hong Kong, China

Teaching Assistant

2018-2020

Introduction to Media and Communication

Culture, Society and the Media

Perspectives in Public Relations and Advertising

- Developed multimedia courseware aligned with teaching plans to enhance instructional materials and engage students effectively.
- Evaluated quizzes and essays, delivering constructive face-to-face feedback during office hours to support students' academic progress.

SKILLS & SERVICES

Programming Languages	R (advanced), Python (intermediate), SPSS (intermediate), Microsoft Excel (advanced).
Network Analysis	Gephi, Ucinet
Research Software	Qualtrics, SurveyMonkey, Nvivo, MAXQDA
Arts & Media	Adobe Photoshop, Adobe Acrobat, Microsoft Office Suite, iMovie
Languages	English (fluent), Mandarin (native)
Services	Research Group Meeting Leader (SMAD-MeToo & Reproductive rights) Conference Reviewer (International Communication Association) Conference & Workshop Planning (Computational Method Research Group: 2023 Brownbag Seminar, Communication Crossroads 2022)

GRANT FUNDING

School of Journalism & Mass Communication Research Fund (2024-2025) <i>University of Wisconsin-Madison</i>	\$1,000
Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellow (2024-2025) <i>University of Wisconsin-Madison</i>	\$26,506
Michael Haley Travel Grant (2024) <i>74th Annual ICA Conference</i>	\$1,000
School of Journalism & Mass Communication Research Fund (2022-2023) <i>University of Wisconsin-Madison</i>	\$1,000
Vilas Conference Travel Grant (2022-2023) <i>University of Wisconsin-Madison</i>	\$1,000
School of Journalism & Mass Communication Research Fund (2021-2022) <i>University of Wisconsin-Madison</i>	\$1,000