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| **Mengyu Li**  Mobile: 6089823703 | Email: [mengyu.li@wisc.edu](mailto:mengyu.li@wisc.edu) | [Homepage](https://im-mengyuli.github.io/) | [Google Scholar](https://scholar.google.com.hk/citations?hl=en&view_op=list_works&gmla=AJsN-F6qDiP7BeVAXCpiUj5pZkBO8eIkVssrVwsLWrVDg6sDxX-AMvckZjkw4zbx-QEWDKwGZVny8P-Ah8ONfuCZ9iYK3n5rag&user=iXj7CvoAAAAJ) | | | | | |
| **EDUCATION** | | | | | |
| **University of Wisconsin-Madison** | | | **Madison, WI, USA** | | |
| Doctor of Philosophy in Mass Communications, GPA: 3.91/4.00  Minor in Educational Psychology: Quantitative methods | | | 2020-2025 | | |
| ***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](https://www.nsf.gov/awardsearch/showAward?AWD_ID=2137724) * Led computational analysis and crowdsourcing content analysis on misinformation and online harassment * Designed large-scale randomized controlled trail with interventions for debunking misinformation delivered via social media. | |  | | | |
| **Teaching Assistant**  *Introduction to Mass Communication - School of Journalism & Mass Communication*  *Introductory Analytics for Decision Making - Information School*  *Data Visualization & Communication - Information School* | | | | **2020-2022** | |
| * 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)  *University of Wisconsin-Madison* | | | | | $1,000 |
| Helen Firstbrook Franklin Wisconsin Distinguished Graduate Fellow (2024-2025)  *University of Wisconsin-Madison* | | | | | $26,506 |
| Michael Haley Travel Grant (2024)  *74th Annual ICA Conference* | | | | | $1,000 |
| School of Journalism & Mass Communication Research Fund (2022-2023)  *University of Wisconsin-Madison* | | | | | $1,000 |
| Vilas Conference Travel Grant (2022-2023)  *University of Wisconsin-Madison* | | | | | $1,000 |
| School of Journalism & Mass Communication Research Fund (2021-2022)  *University of Wisconsin-Madison* | | | | | $1,000 |