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Stony Brook, NY 11794.   https://yongjunzhang.com 🌐

Yongjun Zhang

Affiliation

2020.9-. Assistant Professor, Department of Sociology and Institute for Advanced Computational Science, Stony Brook University

2024.12-. Faculty Affiliate, Department of Asian and Asian American Studies, Stony Brook University

2024.12-. Faculty Affiliate, AI Innovation Institute, Stony Brook University

2023.9-. Faculty Affiliate, Center for Changing System of Power, Stony Brook University

2022.9-. Research Affiliate, New York University

Education

2020. PhD, University of Arizona, Sociology.
Graduate Certificate in Computational Social Science

2014. MA, Peking University, Sociology.

2011. BA, Peking University, Sociology.

Publications

Peer-Reviewed Journal Articles

2025. Hao Lin and Yongjun Zhang. "Navigating the Risks of Using Large Language Models for Text Annotation in Social Science Research." *Social Science Computer Review.* https://doi.org/10.1177/08944393251366243

2025. Yongjun Zhang. "Generative AI has lowered the barriers to computational social sciences." *Journal of Intelligent Society.* https://doi.org/10.48550/arXiv.2311.10833

2025. Yongjun Zhang and Siwei Cheng. "Mobility-based Segregation in U.S. Metropolitan Areas." *Demography.*https://doi.org/10.1215/00703370-12193739

2025. Siwei Cheng, Yongjun Zhang, and Jenna Shaw. "Economic Inequality and the Geography of Activity Space Segregation: Combining Mobile Device Data and Census Data." *RSF: The Russell Sage Foundation Journal of the Social Sciences.* https://doi.org/10.7758/RSF.2025.11.1.07

2024. Thomas V. Maher, Charles Seguin, and Yongjun Zhang. "The Racial Limits of Disruption: How Race and Tactics Influence Social Movement Organization Testimony Before Congress, 1960-1995." *Social Forces.* https://doi.org/10.1093/sf/soae073

2024. Yongjun Zhang and Jennifer Heerwig. "Gender, Race, and Intersectionality in the Political Donations of America's Corporate Elite." *The Sociological Quarterly.* https://doi.org/10.1080/00380253.2024.2314069

2023. Andrew Davis and Yongjun Zhang. "Civil Society and Democracy under Pressure: Does Authoritarian Mobilization and Party Incapacity Diminish the Positive Effect of Civil Society?" *The Sociological Quarterly.* https://doi.org/10.1080/00380253.2023.2289500

2023. Yongjun Zhang. "Spatial Segregation and Voting Behavior among Asian Americans in 2020 General Election." *Social Science Research.* https://doi.org/10.1016/j.ssresearch.2023.102929

2023. Yongjun Zhang, Hao Lin, Yi Wang, and Xinguang Fan. "Sinophobia was popular in Chinese language communities on Twitter during the early COVID-19 pandemic." *Nature Humanities and Social Sciences Communications.*
https://www.nature.com/articles/S41599-023-01959-6

2023. Yongjun Zhang, Siwei Cheng, Zhi Li, and Wenhao Jiang. "Human mobility patterns are associated with experienced partisan segregation in US Metropolitan areas." *Scientific Reports.*
https://www.nature.com/articles/s41598-023-36946-z

2023. Jamie Sommer, Yongjun Zhang and John Shandra. "Ecologically unequal exchange, repression, and forest loss: How China's demand for agricultural products impacts the natural environment." *Environmental Development.*
https://doi.org/10.1016/j.envdev.2023.100866

2023. Charles Seguin, Thomas Maher, Yongjun Zhang. "A Seat at the Table: A New Dataset of Social Movement Organization Representation Before Congress during the 20th Century." *Socius.* https://doi.org/10.1177/23780231221144598

2022. Xiafei Wang, Fei Shen, Yongjun Zhang, Shiyou Wu. "Adverse Childhood Experiences in Latinx Families: A Comparison between Intraracial and Interracial Families." *Societies.*
https://doi.org/10.3390/soc12060173

2022. Yongjun Zhang and Jennifer Heerwig. "Gender, Race, and Intersectionality in Campaign Cash to the U.S. Congress, 1990-2014." *Socius.*
https://doi.org/10.1177/23780231221121063

2022. Xinguang Fan and Yongjun Zhang. "Just Virus or Politicized Virus? An Analysis of over 13 Million Global Web News of China on COVID-19." *Chinese Sociological Review.*
https://doi.org/10.1080/21620555.2022.2116308

2022. Yongjun Zhang, Sienna Thorgusen, and Xinguang Fan. "News Coverage of Social Protests in Global Society: An Analysis of GDELT 100 Million News Articles." *International Journal of Comparative Sociology.*
https://doi.org/10.1177/00207152221085601

2021. Yongjun Zhang. "Corporate Responses to COVID19: A Nonmarket Strategy Approach." *Sociological Perspectives.*
https://doi.org/10.1177/07311214211017587

2021. Charles Seguin, Chris Julien, and Yongjun Zhang. "The Stability of Androgynous Names: Dynamics of Gendered Naming Practices in the United States 1880-2016." *Poetics.*
https://doi.org/10.1016/j.poetic.2020.101501

2020. Thomas Maher, Charles Seguin, Yongjun Zhang, and Andrew Davis. "Sharing Expertise: Social Scientists before Congress, 1946-2015." *PLOS One.*
https://doi.org/10.1371/journal.pone.0230104

2019. Andrew Davis and Yongjun Zhang. "Civil Society and Exposure to Domestic Terrorist Attacks: Evidence from a Cross-National Quantitative Analysis, 1970-2010." *International Journal of Comparative Sociology* (equal authorship).
https://doi.org/10.1177/0020715219837752

2019. Jeremy Fiel and Yongjun Zhang. "With All Deliberate Speed: The Reversal of Court Ordered School Desegregation in the United States, 1970-2013." *American Journal of Sociology* 124 (6): 1685-1719 (equal authorship).
https://doi.org/10.1086/703044

2018. Alexander Kinney, Andrew Davis, and Yongjun Zhang. "Theming for Terror: Organizational Adornment in Terrorist Propaganda." *Poetics* 69, 27-40.
https://doi.org/10.1016/j.poetic.2018.05.001
2018 Raymond V. Bowers Award for Outstanding Graduate Student Paper

2017. Jeremy Fiel and Yongjun Zhang. "Three Types of Change in School Segregation: A Grade-Period-Cohort Analysis."*Demography* 55 (1), 33-58.
https://doi.org/10.1007/s13524-017-0632-9

2017. Yongjun Zhang. "Premarital Cohabitation and Marital Dissolution in Postreform China." *Journal of Marriage and Family* 79 (5), 1435-1449.
https://doi.org/10.1111/jomf.12419

Edited Volumes

2024. Xiaogang Wu, Yongjun Zhang, and Tianji Cai. Computational Social Science: Applications in China Studies. Routledge.
https://www.amazon.com/Computational-Social-Science-Application-Studies/dp/103269646X

2023. Yongjun Zhang and Tianji Cai. Computational Social Science in Chinese Societies. A special issue of *Chinese Sociological Review.*
https://www.tandfonline.com/toc/mcsa20/55/1

2023. Sampson Blair and Yongjun Zhang. Cohabitation and the Evolving Nature of Intimate and Family Relationships. Emerald Publishing Limited, Leeds. https://doi.org/10.1108/S1530-353520230000024012.

Proceedings, Conference Papers, and Others

2025. Yue Yu, Yifang Wang, Yongjun Zhang, Huamin Qu, and Dongyu Liu. "InclusiViz: Visual Analytics of Human Mobility Data for Understanding and Mitigating Urban Segregation." IEEE Pacific Visualiation 2025. https://arxiv.org/pdf/2501.03594

2023. Yongjun Zhang. "LLVMs4Protest: Harnessing the Power of Large Language and Vision Models for Deciphering Protests in the News." https://doi.org/10.48550/arXiv.2311.18241

2023. Yongjun Zhang, Sijia Liu, Yi Wang, and Xinguang Fan. "Detecting Fake News on Twitter in the Chinese Language Community." https://doi.org/10.48550/arXiv.2304.03454

2023. Yue Yu, Yifang Wang, Qisen Yang, Di Weng, Yongjun Zhang, Xiaogang Wu, Yingcai Wu, and Huamin Qu. "NeighViz: Towards Better Understanding of Neighborhood Effects on Social Groups with Spatial Data." *Visualization in Data Science (VDS at IEEE VIS).* https://doi.org/10.48550/arXiv.2309.11454

2023. Yongjun Zhang. A Review of *Rough Draft of History: A Century of US Social Movements in the News. Contemporary Sociology.*

2022. Hao Lin, Pradeep Nalluri, Lantian Li, Yifan Sun, and Yongjun Zhang. "Multiplex Anti-Asian Sentiment before and during the Pandemic: Introducing New Datasets from Twitter Mining." *12th Workshop on Computational Approaches to Subjectivity, Sentiment Social Media Analysis.*
https://osf.io/xtw4c/

2021. Yongjun Zhang. "The Power of Shareholder Political Transparency Activism." *Academy of Management Proceedings.*
https://doi.org/10.5465/AMBPP.2021.173

Invited Talks

2025. "The Color of Activity Space in US Metro Areas". Urban Science Program Phd Colloquium, New York University.

2025. "Risks and Countermeasures of Using LLM in Knowledge Production." Keynote speaker at 2025 Social Science Youth Forum. Chinese University of Hong Kong (Shenzhen).

2025. "Navigating the Risks of Using LLM in Social Science Reserach." Department of Sociology. Zhejiang University.

2025. "Reflections on Computational Social Science." ZhengGang Visiting Scholar Lecture. Department of Sociology. Nanjing University.

2025. "Navigating the Risks of Using LLM in Social Science Reserach." ZhengGang Visiting Scholar Lecture. Department of Sociology. Nanjing University.

2025. "Navigating the Risks of Using LLM in Social Science Reserach." FeiXiaoTong Youth Lecture. Department of Sociology. Peking University.

2025. "Using LLM in Social Science Reserach." SICSS, NYU Shanghai.

2025. "Measuring Community Resilience using GPS Data." Climate Justice Workshop. Yale, New Haven.

2025. "The promise and pitfalls of using LLMs in social science research." Department of Sociology. University of Arizona, Tucson.

2025. "The Color of Activity Spaces in US Metro Areas." Department of Sociology. Brown University, Providence.

2025. "Activity Space Segregation in U.S." New York University in Shanghai.

2024. "Sinophobia on Western social media during the early COVID-19." York Centre for Asian Research. York University, Canada.

2024. "Studying Segregation wit Big Data." Department of Sociology and Anthropology at Concordia University, Canada (co-hosted by the Resource Centre for Public Sociology at York University)

2023. "Generative AIs and Computational Social Science." Department of Sociology at Peking University.

2023. "Quantifying Segregation with Big Data." Department of Sociology at CUNY Queens College.

2023."Frontiers in Computational Social Science: New Trends, Opportunities, and Challenges." Department of Sociology at Nanjing University.

2023."An Overview of Computational Social Science". Summer Institute of Computational Social Science at NYU-Shanghai.

2022. "Gender, Race, and Intersectionality in Campaign Finance among Corporate Elites." Analytical Sociology colloquium at European University Institute.

2021. "Computational Social Science: Its Recent Development, Opportunities, and Challenges." Department of Sociology at Peking University.

2021. "Relational Segregation in the U.S. Metro Areas" Department of Sociology at SUNY Buffalo.

2021. "Using Human Mobility Data to Study Racial Segregation in the U.S Metro Areas." IACS STRIDE-Con at Stony Brook.

2021. "Relational Segregation in the U.S.: Based on Facebook and SafeGraph Data." Department of Psychology at Stony Brook.

2021. "Detecting Hate Speech against Asian Americans on Twitter in COVID-19." IACS at Stony Brook.

2021. "Integrating Machine Learning Methods in Social Science: Moving from Text to Image, Audio, and Video Data." Department of Sociology at Peking University.

2020. "Shareholder Activism and Corporate Political Transparency." Department of Sociology at Chinese University of Hong Kong.

2019. "The Power of Shareholder Political Transparency Activism." Department of Sociology at National University of Singapore.

Presentations

2025. "Protest in Pictures: A Computational Approach to Visual Framing in Global News Media." Paper Presentation with Danial Vahabli. ASA Annual Meeting, Chicago.

2025. "Exploring the Discourse and Legitimization Mechanism of Undocumented Chinese Immigrants in YouTube Universe." Paper Presentation with Bulin Li. ASA Annual Meeting, Chicago.

2025. "We Had a Lot of Trouble with You: Assessing the Repressive Capacity of U.S. Congress, 1900-2000." Paper Presentation with Charles Seguin and Thomas Maher. ASA Annual Meeting, Chicago.

2025. "The Guidelines and Risks of Using Large Language Models for Coding in Social Science Research." Roundtable Presentation with Hao Lin. ASA Annual Meeting, Chicago.

2025. "The Color of Activity Spaces: Tracing Racial Segregation in US Metro Areas." Paper Presentation. PAA Annual Meeting, DC.

2025. "The New Politics of the American Corporate Elite: How Gender, Race, and Their Intersection Shape Political Donations in the Trump Era." Paper Presentation. Eastern Sociological Society Annual Meeting, Boston MI.

2024. "Using GPS Data to Study Activity Space Segregation." Paper Presentation. Netmob2024, World Bank, Washington DC.

2024. "Tracing Activity Space Segregation in U.S. Metro Areas." Paper Presentation. International Sociological Assocaition RC28, Brown University.

2024. "Developing Large Language and Vision Models to Study Global Social Protests." Paper Presentation. 10th International Conference on Computational Social Science, Philadelphia.

2024. "Measuring Scale-Dependent Spatial Segregation: A Case Study of Asian American Voters in New York City." Paper Presentation. International Sociological Assocaition RC28, Shanghai (Accepted).

2023. "How Culture is Coherent: The Reproduction of Gendered Naming Aesthetics in the United States 1880-2016." Paper Presentation with Charles Seguin and Brandon Gorman. 118th ASA Annual Meeting, Philadelphia.

2023. "Experienced partisan segregation in activity space in US Metropolitan Areas." Paper Presentation with Siwei Cheng, Zhi Li, and Wenhao Jiang. 118th ASA Annual Meeting, Philadelphia.

2023. "A Mobility-based Approach to Studying Segregation in U.S. Metro Areas with Mobile Device Data." Paper Presentation with Siwei Cheng. RC28, Paris.

2023. "Mobility-based Segregation." Paper Presentation with Siwei Cheng. PAA, Atlanta.

2022. "Introducing CNTweets-COVID19 Corpus: How Chinese Language Social Media Users Respond to COVID19 and Sinophobia on Twitter," Paper Presentation with Yi Wang. 34th North American Conference on Chinese Linguistics (NACCL-34), Bloomington.

2022. "Bad Company? Civil Society and Democracy in Comparative Perspective." Paper Presentation with Andrew Davis. American Sociological Association 116th Annual Conference, Los Angeles.

2022. "Friends and Foes: How Chinese Language Social Media Users Respond to COVID-19 and Sinophobia on Twitter." Paper Presentation with Hao Lin, Yi Wang, and Xinguang Fan. American Sociological Association 116th Annual Conference, Los Angeles.

2021. "The Power of Shareholder Political Transparency Activism." Paper Presentation. Academy of Management (Virtual due to COVID19).

2021. "How Does the American State Recognize Movements? Social Movement Organizations Before Congressional Hearings, 1900-2000." Paper Presentation with Charles Seguin and Tom Maher. American Sociological Association 116th Annual Conference (Virtual due to COVID19).

2020. "The Power of Shareholder Activism: Blacklisting the Corporation." Invited Session on Past, Present, and Future of Corporate Power. American Sociological Association 115th Annual Conference, San Francisco.

2019. "Explaining Media Attention to Protest in Global Society." Solo-authored paper presentation. International Chinese Sociological Association Annual Conference, New York.

2019. "Sharing Expertise: Social Scientists before Congress 1946-2016." Co-authored paper presentation with Thomas Maher, Charles Seguin, and Andrew Davis. American Sociological Association 114th Annual Conference, New York.

2019. "With All Deliberate Speed: The Reversal of Court-ordered School Desegregation, 1970-2013." Paper presentation by Jeremy Fiel. New York University, Center for Advanced Social Science Research and NYU Population Center.

2018. "With All Deliberate Speed: The Reversal of Court-Ordered School Desegregation in the United States, 1970-2013." Equal-authored paper presentation with Jeremy Fiel. American Sociological Association 113th Annual Conference, Philadelphia.

2018. "Participants and Pariahs: Civil Rights Organization Representation in Congressional Hearings, 1900-2000." Co-authored paper presentation with Charles Seguin, Thomas Maher, and Andrew Davis. American Sociological Association 113th Annual Conference, Philadelphia.

2018. "Institutional Allies, Public Attention, and Protest Tactics; Civil Rights Organization's Representation at Congressional Hearings 1900-2000." Co-authored paper presentation with Charles Seguin, Thomas Maher, and Andrew Davis. Mobilization Conference on Social Movements, SanDiego.

2018. "Theming for Terror: Organizational Adornment in Terrorist Propaganda." Co-authored paper presentation with Alex Kinney and Andrew Davis. Southern Sociological Society Annual Conference, New Orleans.

2017. "Terrorism and Civil Society: Organizational Opportunity and Repression in Cross-National Perspective, 1970-2006." Equal-authored paper presentation with Andrew Davis. American Sociological Association 112th Annual Conference, Montreal.

2017. "Social Network, Relative Deprivation, and Protest Propensity in Urban China: A Structural-Cognitive Approach." Solo-authored paper presentation. International Network for Social Network Analysis Sunbelt Conference, Beijing.

2014. "Premarital Cohabitation and Marital Disruption: Using Propensity Score Matching to Analyze the Cohabitation Effect in Urban China." Solo-authored paper presentation. Population Association of America Annual Conference, Boston.

Grants & Awards

2025. Enhancing Interstate Governance through AI and Resilience Frameworks to Explore the Spatial Dynamics of Public Responses to Hurricane Helene. NSF ($750,000, submitted)

2025. Enhancing Community Resilience to Natural Diasters. IACS Seed Grant ($80,000, awarded)

2025. Honorale mention for the TSQ Award for Articles published between 2023-2024. The Midwest Sociological Association

2024. NRT: TEAMS-AI: Team Science for Multidisciplinary AI-enabled Research ($3,000,000, submitted).

2024. Tracking the Prevalence and Risks of Using Generative AI in Election Campaigns. AI3 Seed Grant ($25,000, submitted)

2024. Book Bans. Spencer Foundation Small Research Grant ($75,000, submitted)

2023. President's Distinguished Travel Grant, Stony Brook University ($1,252, awarded)

2022. Reasoning and Mitigating Community Disparity-induced Social-technical Biases for Equitable Road Maintenance. Co-PI with Susu Xu and Shan Lin. Provostial Seed Grant for Interdisciplinary Work in Creative Arts, Social Sciences, and Humanities, Stony Brook University ($25,000, awarded)

2022. Big Data for Political Good. FAHSS research grant, Stony Brook University ($7,500, awarded)

2021. Human Mobility and Segregation in the U.S. PI. OVPR Seed Grant, Stony Brook University ($35,000, awarded)

2021. Detecting and Monitoring Anti-AAPI Hate Speech in Twitter. PI. IACS Seed Grant, Stony Brook University ($49,166, awarded)

2021. Best Paper Submission. Social Issues in Management Division, Academy of Management.

2020. The James Coleman Best Article Award, Sociology of Education Section, American Sociological Association

2020. Raymond V. Bowers Award for Outstanding Graduate Student Paper ($300), University of Arizona

2019. Social and Behavioral Sciences Research Institute Dissertation Research Grant ($2000), University of Arizona

2019. Conrad Fellowship ($1805), University of Arizona

2019. Graduate and Professional Student Council Research Grant ($1000), University of Arizona

2017-2019. Sociology Travel Grant ($500), University of Arizona

2017-2018. Graduate and Professional Student Council Travel Grant ($750), University of Arizona

2015-2016. Social and Behavioral Sciences Graduate Fellowship ($10,000), University of Arizona

Teaching

Course Instructor

2025 Spring. Research Methods in Sociology (soc201) and R for Data Analytics and Visualization (Soc591), Stony Brook University

2023 Fall and 2024 Fall. Introduction to Advanced Computational Social Science (DCS590), Stony Brook University

2024 Summer. Generative AI and Computational Social Science, NYU Shanghai

2022 and 2023 Summer. Introduction to Computational Social Science (text, image, audio, and video as data), NYU Shanghai

2020 Fall, 2021 and 2023 Spring, 2023 Fall, 2024 Fall. Research Methods in Sociology (soc201), Stony Brook University

2020 Fall, 2022 Spring. Intro to Computational Social Science (soc591), Stony Brook University

2018. Social Movements and Activism, University of Arizona

2017-2019. Political Sociology, University of Arizona

2018. Social Movements and Activism, University of Arizona

Memberships

Academy of Management

International Sociological Association

American Sociological Association

Population Association of America

American Association for the Advancement of Science
International Network for Social Network Analysis

Service

External Professional Service

2025.11 The NSF Advisory Panel.

2025.10 The NSF Advisory Panel.

2025. Summer Institute of Computational Social Science at NYU Shanghai. Organizer.

2025.5 The NSF Advisory Panel.

2025. The ASA Asian and Asian American Section Graduate Student Paper Award Committee.

2025.1 The NSF Advisory Panel.

2024-. Socius. Editorial Board Member

2024-. Nature Scientific Data. Editorial Board Member

2024-. Journal of Mathmatical Sociology. Editorial Board Member

2024-2028. The Sociological Quarterly. Editorial Board Member

2024-. Social Science Computer Review. Associate Editor

2023-. Nature Humanities and Social Sciences Communications. Editorial Board Member

2023-. PLOS One. Editorial Board Member

2023-2024. American Sociological Association Collective Behavior and Social Movement Section Regular Session on Advances in Data and Methods for Collective Behavior and Social Movements Research. Organizer

2023. The ASA IPM Graduate Student Paper Award Commitee

2023. Summer Institute of Computational Social Science at NYU Shanghai. Organizer.

2022. The ACL 5th Workshop on Challenges and Applications of Automated Extraction of Socio-political Events from Text. Program Committee

2021. NSF Human Networks and Data Science Program ad hoc reviewer

2020-2021. The ASA OOW Thompson Graduate Student Award Committee

ad hoc Reviewer: *American Journal of Sociology, American Sociological Review, Applied Sciences, Asian Journal of Business Ethics, Asian Population Studies, AOM, ASA, Ceil Heliyon, Chinese Sociological Review, Demography, EMNLP, Journal of Comparative Family Studies, Journal of Family Issues, Journal of Marriage and Family, Journal of Mathematical Sociology, Nature Humanities and Social Sciences Communications, PLOS One, PNAS,Poetics, Political Research Exchange, Research in Social Movements, Conflict, and Change, Science Advance, Social Currents, Social Force, Social Science Research, Social Sciences, Sociological Inquiry, Sociological Methodology, Sociological Perspective, Sociological Science, Socius, Societies, Sustainability, Visual Communication Quarterly, Nature Human Behavior, PNAS,Work and Occupation.*

University Service

2025-. Collaborative for the Earth (C4E) Advisory Board

2024-2027. University Senate, Library Resources and Services - SBS representative

2023-2024. CAS COACH Research Opportunities Subcommittee

2022-2023. The Turner Advisory Committee

2021. CAS Data Literacy Strategic Workshop Group

Departmental or Institute Service

2025-2026. Graduate Study Committee, Graduate Grievance Committee, Track Paper Editorial Board.

2024-2025. Graduate Study Committee

2024-2025. Colloquium Committee

2024. Sociolgy External Chair Search Committee

2023-2024. IACS-Evolution and Ecology Assistant Professor of Computational Climate Change and Biodiversity Search Committee

2021-. IACS Member of Diversity and Inclusion Committee

2023-2024 Sociology Departmental Executive Commitee, Colloquium Committee, Track Paper Committee, and Graduate Study Committee

2021-2024. Sociology Graduate Studies Committee

2021. Sociology IDEA Fellow Search Committee

Mentoring

Graduate Student Advisees

Hao Lin, Danial Vahabli, Bulin Li, Andrew Collins, Silence Marsh, Zoey Zhang

Dissertation Commitee Member

Danial Vahabli (co-chair), Hao Lin (chair), Ida Nikou, Kajol Patel, Andrew Collins