

JUNGHWAN YANG

CONTACT INFORMATION	<p>Assistant Professor</p> <p>Department of Communication</p> <p>University of Illinois, Urbana-Champaign</p> <p>4092 Lincoln Hall (MC-456)</p> <p>702 S Wright Street</p> <p>Urbana, IL 61801, USA</p>	<p>✉ junghwan@illinois.edu</p> <p>☎ +1 (217) 300-7139</p> <p>💻 junghwanyang.com</p> <p>🐙 github.com/junghwanyang</p> <p>🐦 @junghwanyang</p>
RESEARCH INTERESTS	<p>Social media, impact of new media on political communication, campaign, and advertising, political polarization, effect of opinion expression, measurement of media exposure, computational methods, big data, data visualization</p>	
ACADEMIC APPOINTMENTS	<p>Assistant Professor, University of Illinois at Urbana-Champaign</p> <p>Instructor, University of Illinois at Urbana-Champaign</p> <p>Department of Communication</p>	<p>Fall 2018-Current</p> <p>Fall 2017-Spring 2018</p>
EDUCATION	<p>University of Wisconsin-Madison, Madison, WI</p> <p>Ph.D, School of Journalism and Mass Communication</p> <p>Minor in Educational Psychology (Quantitative Method)</p> <p>Dissertation Title: <i>Partisan Selectivity in Personalized Twitter Network: A Computational Approach</i></p> <p>Advisors: Hernando Rojas, Dhavan V. Shah</p> <p>Dissertation Committee: Albert C. Gunther, Peter Steiner, Michael Xenos</p> <p>Seoul National University, Seoul, Korea</p> <p>M.A., Department of Communication</p> <p>Thesis Topic: <i>The Relation between Internet News Use, Political Socialization, and Family Communication</i></p> <p>Advisor: June Woong Rhee</p> <p>Seoul National University, Seoul, Korea</p> <p>B.E., Department of Mechanical and Aerospace Engineering</p> <p>Minor in Communication</p>	
JOURNAL PUBLICATIONS	<p>[1] P, Guess, Barberá, A, Munzert, S., & Yang, J. (2021). The consequences of online partisan media. <i>Proceedings of the National Academy of Sciences of the United States of America</i>.</p> <p>[2] Munzert, S., Barberá, P, Guess, A, & Yang, J. (2021). Do Online Voter Guides Empower Citizens? Evidence from a Field Experiment with Digital Trace Data. <i>Public Opinion Quarterly</i>. doi:10.1093/poq/nfaa037</p> <p>[3] Mun, K., Yang, J., & Yoo, W. (2020). The Exploration of How Social Media Cultivate College Student Smokers: Theorizing Valence of Communication, Impression Management, and Perceived Risks and Benefits of Smoking in the O1-S-R1-O2-R2 model. <i>Health Communication</i>.</p> <p>[4] Wells, C., Shah, D., Lukito, J., Pelled, A., Pevehouse, J. C. W., & Yang, J. (2020). Trump, Twitter, and News Media Responsiveness: A Media Systems Approach. <i>New Media & Society</i>, 22(4), 659-682. https://doi.org/10.1177/1461444819893987</p> <p>[5] Keller, F., Schoch, D., Stier, S., & Yang, J. (2019). Political Astroturfing on Twitter: How to Coordinate a Disinformation Campaign. <i>Political Communication</i>, 37(2), 256-280. https://doi.org/10.1080/10584609.2019.1661888</p>	

- [6] Domanhidi, E., Yang, J., Niemann-Lenz, J., & Reinecke, L. (2019). Outlining the Way Ahead in Computational Communication Science: An Introduction to the IJoC Special Section on “Computational Methods for Communication Science: Toward a Strategic Roadmap”. *International Journal of Communication*.
- [7] Wells, C., Shah, D., Pevehouse, J., Foley, J., Pelled, A., Lukito, J., & Yang, J. (2019). The Temporal Turn in Communication Research: Dynamic Processes and Time-Series Analyses Using Computational Approaches. *International Journal of Communication*.
- [8] Yang, J., & Kim, Y. M. (2017). Equalization or Normalization? Voter-Candidate Engagement on Twitter in the U.S. 2010 Midterm Elections *Journal of Information Technology & Politics*, 14(3), 232-247. doi: 10.1080/19331681.2017.1338174.
- [9] Yang, J., Barnidge, M., & Rojas, H. (2017). User Filtration in Response to Political Disagreement on Social Media. *Computers in Human Behavior*, 70, 22-29. doi:10.1016/j.chb.2016.12.079.
- [10] Shah, D. V., Hanna, A., Bucy, E. P., Lassen, D. S., Van Thomme, J., Bialik, K., Yang, J., & Pevehouse, J. (2016). Dual Screening During Presidential Debates: Political Nonverbals and the Volume and Valence of Online Expression. *American Behavioral Scientist*, 60(14), 1816–1843. doi:10.1177/0002764216676245
- [11] Yang, J., Rojas, H., Wojcieszak, M., Coen, S., Curran, J., Iyengar, S., ... & Tiffen, R. (2016). Why Are “Others” So Polarized?: Perceived Political Polarization and Media Use in 10 Countries. *Journal of Computer-Mediated Communication*, 21(5), 349–367. doi:10.1111/jcc4.12166
- [12] Wells, C., Shah, D. V., Pevehouse, J. C., Yang, J., Pelled, A., Boehm, F., Lukito, J., Ghosh, S., & Schmidt, J. L. (2016). How Trump Drove Coverage to the Nomination: Hybrid Media Campaigning. *Political Communication*. doi:10.1080/10584609.2016.1224416
- [13] Yoo, W., Yang, J., & Cho, E. (2016). How social media influence college students’ smoking attitudes and intentions. *Computers in Human Behavior*, 64, 173-182. doi:10.1016/j.chb.2016.06.061
- [14] McLaughlin, B., Yang, J., Yoo, W. H., Kim, S. Y., Shah, D. V., Shaw, B., & Gustafson, D. H. (2015). The Effects of Expressing Religious Support Online for Breast Cancer Patients. *Health Communication*, 31(6), 762–771. doi:10.1080/10410236.2015.1007550
- [15] Bode, L., Hanna, A., Yang, J., & Shah, D. V. (2015). Candidate Networks, Citizen Clusters, and Political Expression: Strategic Hashtag Use in the 2010 Midterms. *The Annals of the American Academy of Political and Social Science*, 659(1), 149–165. doi:10.1177/0002716214563923
- [16] Edgerly, S., Vraga, E. K., McLaughlin, B., Alvarez, G., Yang, J., & Kim, Y. M. (2014). Navigational Structure & Information Selection Goals: A Closer Look at Online Selectivity. *Journal of Broadcasting and Electronic Media*, 58(4), 542–561. doi:10.1080/08838151.2014.966360
- [17] Vraga, E. K., Bode, L., Yang, J., Edgerly, S., Thorson, K., Wells, C., & Shah, D. V. (2014). Political influence across generations: partisanship and candidate evaluations in the 2008 election. *Information, Communication & Society*, 17(2), 184-202. doi:10.1080/1369118X.2013.872162
- [18] Yoo, W., Chih, M.-Y., Kwon, M.-W., Yang, J., Cho, E., McLaughlin, B., ..., & Gustafson, D. H. (2013). Predictors of the change in the expression of emotional support within an online breast cancer support group: A longitudinal study. *Patient education and counseling*, 90(1), 88-95. doi:10.1016/j.pec.2012.10.001

CONFERENCE PROCEEDINGS	<p>[1] Yang, J. with Keller, F. B., Schoch, D., & Stier, S. (2017). How to Manipulate Social Media: Analyzing Political Astroturfing Using Ground Truth Data from South Korea. In <i>Proceedings of the 11th International AAAI Conference on Web and Social Media (ICWSM)</i>, Montreal, Canada.</p> <p>[2] Hanna, A., Sayre, B., Bode, L., Yang, J. , & Shah, D. (2011). Mapping the Political Twitterverse: Candidates and Their Followers in the Midterms. In <i>Proceedings of the Fifth International AAAI Conference on Weblogs and Social Media (ICWSM)</i>, Barcelona, Spain.</p>
BOOK CHAPTERS	<p>[1] Pelled, A., Lukito, J., Boehm, F., Yang, J., & Shah, D. (2018). “Lyn’ Ted,” “Crooked Hillary,” and the “Biased” Media: How Trump Used Twitter to Attack and Organize. In <i>Digital Discussions: How Big Data Informs Political Communication</i> , edited by N. J. Stround & S. McGregor.</p> <p>[2] Bode, L., Vraga, E., Yang, J., Edgerly, S., Thorson, K., Wells, C., & Shah, D. (2016). Participatory Influence within Parent-Child Dyads: Rethinking the Transmission Model of Socialization. In <i>Resources, Engagement, and Recruitment: New Advances in the Study of Civic Voluntarism</i>, edited by C. A. Klofstad.</p> <p>[3] Shah, D. V., Culver, K., Hanna, A., Macafee, T., & Yang, J. (2015). Everyday Political Talk Online. In <i>Handbook of Digital Politics</i>, edited by S. Coleman & D. Freelon. Edward Elgar: Cheltenham, UK.</p> <p>[4] Vraga, E. K., Bode, L., Yang, J., Edgerly, S., Thorson, K., Wells, C., & Shah, D. V. (2014). Political Influence across Generations: Partisanship and Candidate Evaluations in the 2008 US Presidential Election. In <i>The Networked Young Citizen: Social Media, Political Participation and Civic Engagement</i>, edited by B. D. Loader, A. Vromen & M. Xenos. New York, NY: Routledge.</p> <p>[5] Yang, J. (2011). Polarized Attitude or Polarized Perception?: Political polarization in Colombia. In <i>Comunicacion y Ciudadania</i>, edited by H. Rojas, M. Wojcieszak, H Gil de Zuniga and D. Mazorra. Universidad Externado de Colombia Press: Bogota.</p>
UNDER REVIEW	<p>[1] Yang, J. (Under review). Echo Chambers in the Long Tail: A Computational Examination of Political Network Curation on Twitter.</p> <p>[2] Munzert, S., Barberá, P., Guess, A., & Yang, J. (R & R). Do Online Voter Guides Empower Citizens? Evidence from a Field Experiment with Digital Trace Data.</p>
MANUSCRIPT IN PREPARATION	<p>[1] Yang, J., Pitchford, M., & Golding, W. Images as Rhetoric: Computational visual analysis of March for Our Lives tweets.</p> <p>[2] Guess, A., Yang, J., Barberá, P., & Munzert, S. Does Exposure to Online Partisan Media Affect Political Attitudes and Behavior?</p> <p>[3] Traunmüller, R., Munzert, S., Guess, A., Barberá, P., Yang, J., & Stockmann, D. The Effect of Hate Speech Regulation on Preference Falsification.</p> <p>[4] Munzert, S., Traunmüller, R., Guess, A., Barberá, P., Yang, J., & Stockmann, D. What Should We Be Allowed to Post? Citizens’ Preferences for Online Hate Speech Regulation.</p> <p>[5] Yang, J., Gunther, A. C., & Wise, D. (Manuscript in preparation). Looking at the Pattern: Exploring Information Browsing Patterns of Scientific and Religious Partisans.</p> <p>[6] Yang, J. Sangari, A., Duncan, M., Zhang, Y., ... & Wu, Y. (Manuscript in preparation). Obamacare and political polarization on Twitter: An application of machine learning and social network analysis.</p>

IN THE MEDIA

- [1] Social Media Companies Work To Police Fake News. *The 21st Show on Illinois Public Media* (WILL)
- [2] It's not easy to spot disinformation on Twitter. Here's what we learned from 8 political "astroturfing" campaigns. *The Washington Post*
- [3] Evidence of humans, not 'bots,' key to uncovering disinformation campaigns. *Illinois News Bureau*
- [4] How to rig an election: Twitter's problem with political saboteurs. *University of Manchester News*

SELECTED CONFERENCE PRESENTATIONS

- [1] Keller, F., Schoch, D., Stier, S., & Yang, J. Astroturfing campaigns worldwide: Hidden social media campaigns on Twitter. Paper accepted for presentation at the Annual APSA Conference. San Francisco, CA.
- [2] Schulz, W., Guess, A., Barberá, P., Yang, J., & Munzert, S. (Mis)representing Ideology? Examining Spirals of Conformity on Twitter. Paper accepted for presentation at the Annual APSA Conference. San Francisco, CA.
- [3] Donnay, K., Kling, P., Guess, A., Barberá, P., Yang, J., & Munzert, S. Awareness of Political Alignment of Twitter-Networks. Paper accepted for presentation at the Annual APSA Conference. San Francisco, CA.
- [4] Schultz, W., Guess, A., Barberá, P., Munzert, S., & Yang, J. (Mis)representing Ideology on Twitter: Examining Spirals of Conformity Using Twitter and Survey Data. Paper accepted for presentation at the Annual MPSA Conference. Chicago, IL.
- [5] Yang, J., Pitchford, M., Golding, W., & Harrison, K. Images as youth activism in Twittersphere. Paper accepted for presentation at the Annual MPSA Conference. Chicago, IL.
- [6] Keller, F., Schoch, D., Stier, S., & Yang, J. Political Astroturfing worldwide. Paper accepted for presentation at the Annual MPSA Conference. Chicago, IL.
- [7] Munzert, S., Traunmuller, R., Guess, A., Barberá, P., & Yang, J. What Should We Be Allowed to Post? Citizens' Preferences for Online Hate Speech Regulation. Paper accepted for presentation at the Annual MPSA Conference. Chicago, IL.
- [8] Keller, F., Schoch, D., Stier, S., & Yang, J. (2019). Understanding Coordination Patterns of Disinformation Campaigns in Multiple Countries. Paper presented at the Comparative Approaches to Disinformation Workshop, Harvard University, Boston, MA.
- [9] Yang, J. (2019). Do People Create Filter Bubbles? A Computational Examination of Political Network Curation on Twitter.
- [10] Yang, J., Barberá, P., Guess, A., & Munzert, S. (2019). Does Partisan News Polarize America? A Field Experiment on the Effects of Forced Partisan Media Exposure. Paper presented at the 2019 ICA Annual Conference, Washington, D.C.
- [11] Keller, F., Schoch, D., Stier, S., & Yang, J. The Electoral Dimension of Disinformation: Political Astroturfing on Twitter.
- [12] Wells, C., Shah, D., Pevehouse, J., Foley, J., Pelled, A., & Yang, J. (2019). The Temporal Turn in Communication Research: Time-Series Analyses using Computational Approaches.
- [13] Yang, J. with Guess, A., Barberá, P., & Munzert, S. (2019). How Nudges Can (De)polarize America: A Field Experiment on the Effects of Online Media Exposure. Paper presented at the 4th Economics of Media Bias Workshop, Berlin, Germany.

- [14] Yang, J., Keller, F., Schoch, D., & Stier, S. (2018). Analyzing State-led Political Trolling Using Ground Truth Data from South Korea. Paper presented at the *2018 ICA Annual Conference*, Prague, Czech Republic.
- [15] Mun, K., Yang, J., & Yoo, W.H. (2018) The Exploration of How Social Media Cultivate College Student Smokers: Theorizing Valence of Communication, Impression Management, and Perceived Risks and Benefits of Smoking in the O1-S-R1-O2-R2 Model. Paper presented at the *2018 ICA Annual Conference*, Prague, Czech Republic.
- [16] Munzert, S., Guess, A., Barberá, P., & Yang, J. (2018). What and How Do Citizens Learn from Voting Advice Applications?: Experimental Evidence from Germany. Paper accepted for presentation at the *2018 MPSA Annual Meeting & Exhibition*, Chicago, IL.
- [17] Keller, F., Schoch, D., Stier, S., & Yang, J. (2018). Electoral Manipulation via Twitter? Evidence from South Korea. Paper accepted for presentation at the *2018 MPSA Annual Meeting & Exhibition*, Chicago, IL.
- [18] Munzert, S., Barberá, P., , Guess, A., & Yang, J. (2017). Media Exposure and Opinion Formation in an Age of Information Overload. Paper presented at the *2017 APSA Annual Meeting & Exhibition*, San Francisco, CA. (The early version of this paper is also presented at the *2017 EPSA Annual Meeting & Exhibition*, Milan, Italy.)
- [19] Yang, J., Keller, F., Schoch, D., & Stier, S. (2017). How Influential is Political Astroturfing? Evidence from South Korea. Paper presented at the *2017 APSA Annual Meeting & Exhibition*, San Francisco, CA.
- [20] Yang, J. Sangari, A., Duncan, M., Zhang, Y., ... & Wu, Y. (2017). Obamacare and political polarization on Twitter: An application of machine learning and social network analysis. Paper presented at the *2017 Annual International Communication Association (ICA) Conference*, San Diego, CA.
- [21] Keller, F., Schoch, D., Stier, S., & Yang, J. (2017). Manipulating Online Public Opinion during a Presidential Election - Political Astroturfing in South Korea. Paper presented at the *2017 MPSA Annual Meeting & Exhibition*, Chicago, IL.
- [22] Keller, F., Schoch, D., Stier, S., & Yang, J. (2016). Political Astroturfing in South Korea. Paper presented at the *2016 APSA Annual Meeting & Exhibition*, Philadelphia, PA.
- [23] Yang, J., Sangari, A., & Shah, D. V. (2016). Applying Supervised Machine Learning to Compute Political Ideology Among Twitter Users. Paper presented at the *2016 International Conference on Computational Social Science (ICCSS)*, Evanston, IL.
- [24] Yang, J., Gunther, A. C., & Wise, D. (2016). What Comes After the First Click?: A New Way to Look at Selective Exposure. Paper presented at the *2016 Annual International Communication Association (ICA) Conference*, Fukuoka, Japan.
- [25] Shah, D. V., Hanna, A., Bucy, E. P., Lassen, D. S., Van Thomme, J., Bialik, K., Yang, J., & Pevehouse, J. (2016). Dual Screening During Presidential Debates: Political Nonverbals and Volume and Valence of Online Expression. Paper presented at the *2016 Annual ICA Conference*, Fukuoka, Japan.
- [26] Yang, J., Barnidge, M., & Rojas, H. (2016). The Politics of 'Unfriending': User Filtration in Response to Political Disagreement on Social Media. Paper presented at the *2016 Annual ICA Conference*, Fukuoka, Japan.
- [27] Yang, J. Sangari, A., Duncan, M., Zhang, Y., ... & Wu, Y. (2016). Obamacare and political polarization on Twitter: An application of machine learning and social network analysis. Paper presented at the *Big 10 Mini Conference*, Iowa City, IA.

- [28] Shah, D. V., Hanna, A., Bucy, E. P., Lassen, D. S., Van Thomme, J., Bialik, K., Yang, J., & Pevehouse, J. (2015). Connecting the First and Second Screens During Presidential Debates: Verbal, Tonal, and Visual Influences on the Volume and Valence of Online Expression. Paper presented at the *Association for Politics and the Life Sciences*, Madison, WI.
- [29] Yang, J., Wise, D., & Gunther, A. C. (2015). Looking at the pattern: The effect of counterattitudinal messages on selectivity. Paper presented at the *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, San Francisco, CA.
- [30] Yang, J., Shah, D. V., Bucy, E. P., Sangari, A., Hanna, A. & Garlough, C. (2015). How Social Media Reacted to the Korean Presidential Debate? A Korean Case of Linking Biobehavioral and Computational Approaches via the Second Screen. Paper presented at the *2015 ICA preconference*, San Juan, Puerto Rico.
- [31] Yang, J., Barnidge, M., Gabay, I., & Rojas, H. (2014). Political Disagreement and Active Interaction as Antecedents of Unfriending Behavior in Social Media. Paper presented at the *2014 Midwest Political Science Association (MPSA) Annual Conference*, Chicago, IL.
- [32] Lee, B. & Yang, J. (2014). The link between online and offline political engagement: The effects of online political messaging activities on offline political participation. Paper presented at the *2014 MPSA Annual Conference*, Chicago, IL.
- [33] Yang, J., Rojas, H., Wojcieszak, M., Coen, S., Curran, Iyengar, S., ..., & Tiffen, R. (2014). Why Are "Others" So Polarized?: Perceived Political Polarization and Media Use in 10 Countries. Paper presented at the *ICA Annual Conference*. Seattle, WA.
- [34] McLaughlin, B., Yang, J., Yoo, W., Kim, S. Y., Shaw, B., Shah, D. V., & Gustafson, D. (2013). Through God: Comparing the Effects of Online Emotional and Religious Support Expression on Breast Cancer Patients' Health. Paper presented at the *2013 AEJMC Annual Conference*, Washington, D.C.
- [35] Yang, J. & Kim, Y. M. (2013). The Million Follower Fallacy? Measuring Candidates' Political Twitter Activity in the 2010 Midterm Elections. Paper presented at the Political Communication Division of the *2013 ICA Annual Conference*, London, U.K.
- [36] Yang, J. & Lee, B. (2013). Getting News Everywhere: How Incidental News Exposure on the Internet Promotes Young Adults' Political Participation. Paper presented at the *2013 ICA Preconference New Media and Citizenship in Asia*, London, U.K.
- [37] Yoo, W., Yang, J., & Cho, E. (2013). How Social Media Influence College Students's Smoking Attitudes and Susceptibility?: Focused on the Influence of Presumed Influence Model. Paper presented at the Communication and Technology Division of the *ICA Annual Conference*. London, U.K.
- [38] Edgerly, S., Vraga, E., McLaughlin, B., Alvarez, G., Yang, J., & Kim, Y. M. (2013). Motivations & Information Structures: A Closer Look at Web Searching Behavior. Paper presented at the *2013 ICA Annual Conference*, London, U.K.
- [39] Bode, L., Vraga, E., Yang, J., Edgerly, S., Thorson, K., Wells, C., & Shah, D. (2013). Participatory Influence within Parent-Child Dyads: Rethinking the Transmission Model of Socialization. Paper presented at the *2013 ICA Annual Conference*, London, U.K.
- [40] Shah, D., Bode, L., Edgerly, S., Vraga, E., Wells, C., & Yang, J. (2013). Political Influence within Parent-Child Dyads: Partisanship, Candidate Preference, and Political Participation. Paper presented at the *2013 ICA Preconference Political Communication of Young Citizens Through Social Media*, London, U.K.

- [41] Lee, B. & Yang, J. (2013). The link between online and offline political engagement: The effects of online political messaging activities on offline political participation. Paper presented at the *American Political Science Association (APSA) Annual Conference*, Chicago, IL.
- [42] Sayre, B. & Yang, J. (2013). Leading the Opinion Leaders? How the Public's Twitter Reactions to Live Debates Influences Opinion Leaders. Paper submitted to *the APSA Annual Conference*, Chicago, IL.
- [43] Moon, T. J., Chih, M-Y., Shah, D., Yang, J., Knisely, S., Lee, B., ..., & Gustafson, D. H. (2012). Informational and Emotional Expression in a CMSS Group: A Multistep Analysis of Online Discussion Among Breast Cancer Patients. Paper presented at the Health Communication Division of the *ICA Annual Conference*, Phoenix, AZ.
- [44] Yoo, W., Chih, M-Y., Kwon, M. W., Yang, J., Cho, E., Moon, T. J., ..., & Gustafson, D. H. (2012). Predictors of the change in the expression of emotional support within online breast cancer support groups: A longitudinal study. Paper presented at the Health Communication Division of the *ICA Annual Conference*, Phoenix, AZ.
- [45] Yang, J., Rojas, H., & Wojcieszak, M. (2012). Patterns of media use, conversation and perceived political polarization in 10 countries. Paper presented at the *World Association for Public Opinion Research (WAPOR) 65th Annual Conference*, Hong Kong, China.
- [46] Yang, J. & Yoo, W. (2012). Getting News from Non-news Outlets: How Incidental News Exposure on the Internet Promotes Young Adults' Political Participation. Paper accepted for presented at the *American Association for Public Opinion Research (AAPOR) Conference*, Orlando, FL. (withdrew)

INVITED TALK

- Using Digital Trace Data As Part of Field Experiments. *Political Science Student Faculty Seminar*. University of Illinois at Urbana-Champaign, Urbana, IL. September 16, 2019.
- Data-Driven Political Research: Computational Political Marketing in the U.S. and South Korea. *2019 HS Ad Global Professional Training Program*. University of Illinois at Urbana-Champaign, Urbana, IL. July 25, 2019.
- Partisan Bias in Media Use. *ICA 2019 Preconference: Expanding Computational Communication*. Washington, D.C. May 24, 2019.
- Understanding Data-Driven Political Campaigns. *2018 HSAD Global Professional Training Program*. University of Illinois at Urbana-Champaign, Urbana, IL. July 27, 2018.
- How Influential is Political Astroturfing? Evidence from South Korea. *Workshops on Digital Disinformation*. Department of Political Science, University of Copenhagen, Denmark. October 19, 2017.
- How social media affect college students' smoking attitudes and smoking susceptibility? (with WooHyun Yoo) *UW-CTRI Brown Bag seminar series*. University of Wisconsin Center for Tobacco Research and Intervention, Madison, WI. November 5, 2012.

GUEST LECTURE

- Understanding Coordination Patterns of Disinformation Campaigns. *CMN 396: Media Communication (Instructor: Sally Jackson)*. University of Illinois at Urbana-Champaign, Urbana, IL. November 14, 2019.
- A Peek at Computational Social Science. *CMN 574: Communication Research Methods (Instructor: John Caughlin)*. University of Illinois at Urbana-Champaign, Urbana, IL. November 19, 2019.
- Political campaign in the age of big data. *Journalism 201: Introduction to Mass Communication (Instructor: Hernando Rojas)*. University of Wisconsin-Madison, Madison, WI. December 9, 2016.

PANEL ORGANIZATION	Yang, J. with Keller, F. B., Stier, S., & Schoch, D. (2017). Political astroturfing in a comparative perspective: the 50 Cent Party, Russian Trolls, and other political sockpuppets on social media. <i>Midwest Political Science Association</i>
TEACHING	<p>Instructor, University of Illinois, Urbana-Champaign <i>Introduction to Communication Analytics (CMN 496)</i> Fall 2017, Spring 2018, Spring 2019, Spring 2020 Intro level data science course for social and behavioral scientists R programming, data manipulation, data visualization, data mining</p> <p>Instructor, University of Illinois, Urbana-Champaign <i>Political Campaign Analysis (CMN 496)</i> Fall 2018 A course on modern political campaign theory and the data-driven political campaign</p> <p>Lecturer, University of Wisconsin-Madison <i>Political Campaign Analysis (J 676)</i> Fall 2016 Advanced-level course in the School of Journalism and Mass Communication Developing syllabus; preparing, assigning, and grading coursework</p> <p>Teaching Assistant, University of Wisconsin-Madison <i>Online Communication & Personal Relationships (ComArts 345)</i> Spring 2017 Course covers interpersonal communication theories and online communication Lead instructor: Dr. Catalina Toma</p> <p><i>Software Carpentry Workshop for the Social Sciences</i> Summer 2015 Summer workshop for faculties and graduate students on data management, reproducible research, and computational methods UW-Madison's Advanced Computing Initiative</p> <p><i>Introduction to Mass Communication (J 201)</i> Fall 2011, Spring 2012 Introductory journalism/communication course (COMM-B) Taught two standalone discussion sections per week Teaching evaluations: 4.0/5.0 in average Lead instructors: Dr. Shawnika Hull (Fall 2011) and Dr. Christopher Wells (Spring 2012)</p> <p><i>Seminar on Media and Democracy</i>, Seoul National University Spring 2008 <i>Studies in the Media and Audience</i>, Seoul National University Fall 2007 <i>Theories of Persuasive Communication</i>, Seoul National University Spring 2007</p> <p>Instructor, University of Wisconsin-Madison <i>Machine Learning and Topic Modeling Workshop</i> Summer 2016 Three-week long summer workshop for faculties and graduate students on natural language processing, supervised machine learning, and topic modeling using R Co-organized and co-taught with Frederick Boehm</p> <p><i>Teaching for Welton Summer Sophomore Research Apprenticeship</i> Summer 2016 Teaching scraping and handling social media data, social network analysis, and data visualization</p>
GRANTS AND AWARDS	<p>Research Grant <i>Undergraduate Research Opportunities Program (UROP) Collaboration Fund</i> (97151.6 HKD; approx. 12,500 USD)</p> <ul style="list-style-type: none"> Comparing Hidden Propaganda on Twitter worldwide: influencing political discussions in South Korea, United States, Iran, Venezuela, Germany, and Russia. Funded by The Hong Kong University of Science and Technology (2019) Co-PI with Franziska Keller (PI, The Hong Kong University of Science and Technology), David Schoch (Co-PI, University of Manchester), & Sebastian Stier (Co-PI, GESIS) <p><i>SICSS Chicago Seed Grant</i> (1,700 USD)</p> <ul style="list-style-type: none"> Networks of Partisan Influence. Funded by Summer Institute for Computational Social Science-Chicago (2019)

- PI with Subhayan Mukerjee (University of Pennsylvania), DongHyun Kang (University of Chicago), & Tomoko Okada (University of Wisconsin-Madison)

The Institute for Sustainability, Energy, and Environment (iSEE) Research Grant (30,000 USD)

- Forecasting Infrastructure Impacts for Socially-aware Community Resilience with Heterogeneous Data
- Funded by iSEE at the University of Illinois at Urbana-Champaign (2019)
- Co-PI with Pingfeng Wang (PI, Department of Industrial and Enterprise Systems Engineering) & Tran Huy (Department of Aerospace engineering)

International Research in Computational Social Sciences Research Grant (736,600 Euro)

- Paying Attention to Attention: Events, Media Exposure and Opinion Formation In an Age of Information Overload
- Funded by Volkswagen Foundation (2017-2020)
- Co-PI with Simon Munzert (University of Mannheim), Pablo Barberá (USC), & Andrew Guess (NYU)

Training Tobacco Scientists mini-grant (3,000 USD)

- P50 grant from the National Cancer Institute (September 2011)
- The UW Center for Tobacco Research and Intervention

Louise Elizabeth George Scholarship (2014-2016). University of Wisconsin-Madison.

University of Wisconsin-Madison School of Journalism and Mass Communication Research Grant

500 USD (May, 2016) // 500 USD (August, 2015) // 750 USD (October, 2014) // 750 USD (January, 2011) // 250 USD (August, 2010) // 500 USD (June, 2010) // 500 USD (April, 2010)

Research Grant (Not Funded)

NSF LEAP-HI (1,425,905 USD)

- Decision Support for Chaotic Disaster Events: Forecasting Infrastructure Impacts with Social Dimensions
- Co-PI with Pingfeng Wang (PI, Department of Industrial and Enterprise Systems Engineering) & Tran Huy (Co-PI, Department of Aerospace engineering)

Russell Sage Foundation (143,300 USD)

- Networked Publics: Does Digital Inequality in Media Exposure Create Different Social Realities? Evidence from an Online Tracking Panel.
- Co-PI with Pablo Barberá (USC), Andrew Guess (NYU), & Simon Munzert (University of Mannheim)

Travel Grant

The International Research in the Computational Social Sciences Networking Workshop Travel Grant (approx. 3,000 USD)

- Funded by Volkswagen Foundation (February 2016)
- Invited by GESIS - Leibniz-Institut für Sozialwissenschaften.

Vilas Conference Travel Grant (2015). University of Wisconsin-Madison Graduate School.

The John Templeton Foundation Travel Grant (1,000 USD)

The International Communication Association Travel Grant

400 USD (May, 2014) // 600 USD (May, 2011)

Seoul National University Communication Department Travel Grant (approx. 800 USD)

Awards

Top Paper Award

Yang, J. with Keller, F., Schoch, D., Stier, S. Political Astroturfing on Twitter: How to Coordinate a Disinformation Campaign. *Computational Methods Interest Group at the 2019 Annual ICA Conference*, Washington D.C., May 2019.

Wells, C., Shah, D., Pevehouse, J., Foley, J., Pelled, A., Lukito, J., & Yang, J. The Temporal Turn in Communication Research: Dynamic Processes and Time-Series Analyses Using Computational Approaches. *Computational Methods Interest Group at the 2019 Annual ICA Conference*, Washington D.C., May 2019.

Outstanding Paper Presentation Award

Yang, J., Rojas, H., Wojcieszak, M., . . ., & Soroka, S. (2012). Patterns of media use, conversation and perceived political polarization in 10 countries. The World Association for Public Opinion Research (WAPOR) 65th Annual Conference, Hong Kong, June 2012.

Honorable Mention

Yang, J., Hebert, N., Yang, C., Kwon, M., & Hartwig, S. (2011). Are We Signing In or Logging Off?: The Effect of Information and Entertainment-seeking Internet Use on Civic Engagement and the Role of Psychological Well Being and Political Talk. The AEJMC annual conference, St. Louis, MO, August 2011.

RESEARCH
EXPERIENCE

Project Assistant, University of Wisconsin-Madison

Communicating Science and Religion Project

Fall 2013 ~ Spring 2014

Looking at media's role in conflict between science and religion

Funded by John Templeton Foundation

P.I.: Albert C. Gunther

Twitter and Politics Project

Spring 2013

Analyzing social media data on politics using computational methods

P.I.: Dhavan V. Shah

Political Socialization Project

Fall 2012

Conducting research on political influence between parents and children using longitudinal matching-panel survey

Funded by Spencer Foundation

P.I.: Dhavan V. Shah

Research Assistant, Seoul National University

Revising Media Exposure Index Project

Revising media exposure measures of broadcasting media in fragmented media environment

Conducting focus group interview, documentation, and data collection

Funded by Korean Communications Commission

P.I.: June Woong Rhee

Research Leadership, University of Wisconsin-Madison

Computational Social Science (CSS) Research Group

Founder and leader of UW's CSS group

Social Media and Democracy (SMAD) Research Group

Student leader of SMAD

International Communication Research Group

Health Information Technology Studies Research Group

ACADEMIC
SERVICE

Journal Editor

Guest editor, International Journal of Communication: Special Section on Computational Communication Science

Conference Administration

Program committee, IC2S2 2019, 2020

Conference organization, Communication Crossroads

Reviewer

Public Opinion Quarterly

Political Communication

Journal of Communication

Journal of Computer-Mediated Communication

New Media and Society

International Journal of Press/Politics

Journalism

International Journal of Public Opinion Research

Asian Journal of Communication
AEJMC
Association for Internet Researchers (AoIR)
Research grant reviewer for KU Leuven, Belgium

PROFESSIONAL EXPERIENCE	WSUM Hosting a weekly music program, <i>One, Two, Twee!</i> Programmer/Accounting	May 2014 ~ December 2016
SKILLS	Computer Language R, Python, Hadoop, Hive, Visual Basic, HTML, CSS, javascript Data Analysis Multilevel analysis, structural equation modeling, survey design, experimental design, natural language processing, network analysis Media Production Wordpress, Adobe Photoshop, Audition, Illustrator, Dreamweaver, FinalCut Pro, iMovie, Garageband	