

# Maggie Mengqing Zhang

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PhD Candidate at Institute of Communications Research  
University of Illinois Urbana-Champaign

## RESEARCH INTEREST

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- Computational social science, Causal inference
- Political communication, Public opinion, Media effect
- Propaganda and censorship, Rumor, Fake news and misinformation, Social bots and trolls
- Human-computer interaction, Social network, Network dynamics

## EDUCATION

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<b>University of Illinois at Urbana-Champaign</b> Ph.D. in Communication, Institute of Communication Research	Urbana-Champaign, IL, US Jan 2021–Current
<b>Chinese University of Hong Kong</b> M.Phil. in Communication, School of Journalism and Communication	Hong Kong, HKSAR Aug 2018–Jul 2020
<b>Tsinghua University</b> B.A. in Journalism, School of Journalism and Communication Two years' undergraduate study in Department of Hydraulic Engineering	Beijing, China Aug 2015–Jul 2018 Aug 2013–Jul 2015
<b>George Mason University</b> Exchange student	Fairfax, VA, US Jan 2017–May 2017

## PUBLICATIONS

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1. **Zhang, M.** and Ng, Y.M.M. (2022) *#TrendingNow: How Twitter trending topics impact public and individual agenda?* *International Journal of Communication* (Accepted)
2. Wang, X., and **Zhang, M.** (2022). Sharing the same bed with different dreams: Topic modeling the research-practice gap in public relations 2011-2020. *Journal of Marketing Communications*, 1-25.
3. Wang, X., Huang, Y. H. C., and **Zhang, M. M.** (2022). Framing matters but varies: a semantic network analysis of media representations of post-Fukushima food imports across three Chinese societies. *Global Health Promotion*, 29(3):97-108.
4. **M. Zhang**, X. Wang and Y. Hu (2021), Strategic Framing Matters but Varies: A Structural Topic Modeling Approach to Analyzing China's Foreign Propaganda about the 2019 Hong Kong Protests on Twitter, *Social Science Computer Review*, 41(1), 265–285.
5. H. Jiang and **M. Zhang** (2021), Online information adoption about public infrastructure projects in China, *Journal of Cleaner Production*, 310, 127527.
6. H. Jiang, M. Qiang, Q. Fan and **M. Zhang** (2018), Scientific research driven by large-scale infrastructure projects: A case study of the Three Gorges Project in China, *Technological Forecasting and Social Change*, 134, 61–71.

## CONFERENCE PRESENTATIONS

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1. **Zhang, M.** and Ng, Y.M.M. (2023, May). *Making social cues invisible: How the absence of public dislike counts affects YouTube users' behavior*. Paper presented to Communication Technology Division of the International Communication Association for its annual conference, Toronto, Canada.
2. Zhang, W., Chen, A., Mu, H., Zhang, Q., **Zhang, M.**, Lu, S. and Liang, H. (2023, May). *It matters where you are: The effects of social identity salience on group interaction*. Paper presented to the International Communication Association for its annual conference, Toronto, Canada.
3. Mu, H., Chen, A., Zhang, W., Zhang, Q., **Zhang, M.**, Lu, S., and Liang, H. (2023, May). *Authenticity perceived, authenticity performed: How inconsistency in self-presentations influences user engagement*. Paper presented to the International Communication Association for its annual conference, Toronto, Canada.
4. **Zhang, M.** and Ng, Y. M. M. (2022 May). *TrendingNow: How Twitter trending topics impact public and individual agenda?* Poster presented at 77th Annual Conference of American Association for Public Opinion Research (AAPOR), Chicago, US
5. **Zhang, M.** and Liang, H. (2022 May). *Exploring the Effect of Government Propaganda: the Case of China's Twitter Trolls Targeting Hong Kong Protests*. Paper presented at the 72nd Annual International Communication Association (ICA) Conference, Paris, France (Political Comm Division)
6. Jiang, H. and **Zhang, M.** (2022 April). *Drawing Lessons From Foreign Experience: Policy Referencing and Public Advocacy in China*. Paper presented at 79th Annual Midwest Political Science Association (MPSA) Conference, Chicago, US
7. Shen, S. and **Zhang, M.** (2022 April). *Buying a Foreign Boat: How China Reshapes Media Abroad*. Paper accepted and will be presented at 79th Annual Midwest Political Science Association (MPSA) Conference, Chicago, US
8. Van Duyn, E., Shen, S., **Zhang, M.**, Raynal, I. and O'Brien, C. (2021 Nov). *Platforms and Politics: Party Communication and Infrastructure in Illinois*. Paper presented at National Communication Association (NCA) 107th Annual Convention, Virtual
9. **Zhang, M.**, and Jiang, H. (2020, May). *What Influences Information Adoption about Environmental Issues in a social Q and A Site?* Paper presented at International Communication Associations (ICA) 70th Annual Conference, Virtual (Science Comm Division)
10. **Zhang, M.**, Wang X. and Hu Y. (2020, May). *Strategy Matters but Varies: A Structural Topic Model Approach to Analyzing China's Foreign Propaganda Machine on Twitter*. Paper presented at International Communication Associations (ICA) 70th Annual Conference, Virtual (Mass Comm Division)
11. **Zhang, M.** (2019, May). *Understanding Rumor Retransmission Mechanism on Social Media in Crises Events: An Empirical Study of the China Child Abuse Scandal on Weibo*. Paper presented at International Communication Associations (ICA) 69th Annual Conference, DC Washington, US (**Top 2 Student Paper Award in the Mass Comm Division**)

## WORKING PAPERS

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1. **Zhang, M.** Exploring the effect of government propaganda: China's twitter trolls targeting HK protests (Paper in preparation and will be submitted to *Political Communication*)

## PROFESSIONAL EXPERIENCE

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### School of Public Policy and Management, Tsinghua

Research Assistant for Assoc. Prof. Jidong Chen

Beijing, China

Aug 2020 - Dec 2020

- Conducted literature review and polished writing in several research projects including (1) exploring the effect of government responsiveness on citizen's acceptance of health QR code; (2) the impact of perceived income inequality on citizen's wellbeing; and so on.

## Qingbo Big Data Technology Co., Ltd.

Intern Researcher at Qing Bo Big Data Institute

- Analyzed public opinion on major social events and completed reports.

## Environmental Change Institute, University of Oxford

Research Assistant

- Envisioning the Sustainable City in China: Green Development as Imagined.

## News Channel of China Central Television (CCTV)

Intern Reporter at Social News Department

Beijing, China

Aug 2017 - Jan 2018

Oxford, UK

Jun 2017 - Aug 2017

Beijing, China

May 2016 – August 2016

## TEACHING

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- **Instructor** at University of Illinois at Urbana-Champaign Spring 2023  
*Social Media Analytics (ADV480)*
- **Teaching Assistant** at University of Illinois at Urbana-Champaign Fall 2021 - Dec 2021  
*Multimedia Editing and Design (JOUR 425)*
- **Teaching Assistant** at University of Illinois at Urbana-Champaign Spring 2021  
*Data Storytelling (JOUR 460)*
- **Teaching Assistant** at the Chinese University of Hong Kong Spring 2020  
*Digital Research (COMM 6320)*

## SERVICE

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- **ICR representative** at University of Illinois at Urbana-Champaign 2022/2023 academic year  
*College of Media Academic Misconduct and Capricious Grading Committee*

## ACTIVITIES

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- Attended Summer Institute in Computational Social Science - Chicago Summer 2021
- Keynote presentation at Great Meditation Graduate Conference, Dept of Sociology at U Chicago May 2021

## SKILLS

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- **Data Analysis and Programming:**  
**R:** proficient - automated text analysis and supervised machine learning at a scale of 10 million tweets.  
**Python:** proficient - social network analysis and build automated crawlers to collect web data.  
**SQL:** proficient.
- **Computational method:**  
Web data collection  
Text mining: supervised/unsupervised machine learning  
Social network analysis
- **Multimedia Editing and Design:**  
InDesign; Illustrator; Photoshop

## LANGUAGES

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- **Chinese:** Native
- **English:** Proficient
  - **TOEFL:** 108

## AWARDS AND GRANTS

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- Research grant from SICSS-Main Site, \$2,428 2021
- Research grant from SICSS-Chicago, \$1,068 2021
- Top 2 Student Paper Award, ICA the Mass Communication Division 2019
- Thesis Award with Excellence, School of Journalism and Communication, Tsinghua U 2018
- Sino Group Innovation Contribution Award, Tsinghua U X-lab 2018
- Renmin Scholarship, People.cn 2017
- Tsinghua Top-Open Undergraduate Overseas Academic Training Fellowship 2017
- Tsinghua Undergraduate Research Advance Fellowship 2016