Maggie Mengqing Zhang

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

Research Interest

- Political communication, Public opinion, Media effect
- Propaganda and censorship, Rumor, Fake news and misinformation, Social bots and trolls

Education

University of Illinois at Urbana-Champaign — Urbana-Champaign, IL, US
Master in Computer Science, Department of Computer Science — Aug 2023–Dec 2024 (Expected)

University of Illinois at Urbana-Champaign — Urbana-Champaign, IL, US
Ph.D. in Communication, Institute of Communication Research — Jan 2021–Dec 2025 (Expected)

Chinese University of Hong Kong — Hong Kong, HKSAR
M.Phil. in Communication, School of Journalism and Communication — Aug 2018–Jul 2020

Tsinghua University — Beijing, China
B.A. in Journalism, School of Journalism and Communication — Aug 2015–Jul 2018
Two years' undergraduate study in Department of Hydraulic Engineering — Aug 2013–Jul 2015

George Mason University — Fairfax, VA, US
Exchange student — Jan 2017–May 2017

Publications

1. **Zhang, M.** and Ng, Y.M.M. (2023) *#TrendingNow*: How Twitter trending topics impact public and individual agenda? *International Journal of Communication, 17*, 20.

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. **Zhang, M.**, Wang, X. and Hu, Y. (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.

4. Jiang, H. and **Zhang, M.** (2021), Online information adoption about public infrastructure projects in China, *Journal of Cleaner Production, 310*, 127527.

5. Jiang, H., Qiang, M., Fan, Q. and **Zhang, M.** (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

1. **Zhang, M.** and Ng, Y.M.M. (2023, Aug). *Reality Check: The Effects of Hiding Dislikes on YouTube's User Behavior* Paper to be presented to Communication Technology Division of the Association for Education in Journalism and Mass Communication for its annual conference, Washington, D.C., US.

2. Yang, J.C. **Zhang, M.** (2023, Jul). *Understanding Cross-Platform Information Diffusion through Screen Captures of Social Media Posts* Poster to be presented to Annual Meeting of the Society for Political Methodology, California, US.

3. **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.

4. 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.

5. 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.

6. **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

7. **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 Conference, Paris, France (Political Comm Division)

8. 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

9. 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

10. 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

11. **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)

12. **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)

13. **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

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*)

Teaching

- **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)

Professional Experience

School of Public Policy and Management, Tsinghua   Beijing, China
Research Assistant for Assoc. Prof. Jidong Chen   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.   Beijing, China
Intern Researcher at Qing Bo Big Data Institute   Aug 2017 - Jan 2018

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

Environmental Change Institute, University of Oxford   Oxford, UK
Research Assistant   Jun 2017 - Aug 2017

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

News Channel of China Central Television (CCTV)   Beijing, China
Intern Reporter at Social News Department   May 2016 – August 2016

Service

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  •] **Statistics, Data, and Survey Research Consultant** at UIUC2023/2024 academic yearCenter for Innovation in Teaching and Learning (CITL) **ICR representative** at UIUC2022/2023 academic yearCollege of Media Academic Misconduct and Capricious Grading Committee

academic service

Ad-hoc Journal and Conference Reviewer (in alphabetical order)
ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW)
Humanities & Social Sciences Communications
International AAAI Conference On Web And Social Media (ICWSM)
International Communication Association Annual Conference
Telematics and Informatics R

Other Research Experiences

Center for Professional Responsibility in Business and Society   Gies College of Business, UIUC
Research Assistant   May 2023–Present

Crowd Dynamics Lab   Department of Computer Science, UIUC
Student Affiliate   Jan 2023–Present

| **Social Machines Lab** | School of Journalism & Communication, CUHK |
| Student Affiliate | Jan 2022–Present |

| **Computational Lab for Online & Ubiquitous Data Lab** | Department of Communication, UIUC |
| Student Affiliate | Jan 2022–Present |

| **Media Use Lab** | College of Media, UIUC |
| Student Affiliate | Jan 2021–Present |

ACTIVITIES

- Presented at Computer Vision in the Social Sciences Workshop at Northwestern — Dec 2022
- 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

- **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

AWARDS AND GRANTS

- Lynne Blanton Student Travel Fund Award — 2023
- James Webb Young Travel Fund Award — 2023
- 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