

Maggie Mengqing Zhang

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

RESEARCH INTEREST

- 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

University of Illinois at Urbana-Champaign Ph.D. in Communication, Institute of Communication Research	Urbana-Champaign, IL, US Jan 2021–Current
Chinese University of Hong Kong M.Phil. in Communication, School of Journalism and Communication	Hong Kong, HKSAR Aug 2018–Jul 2020
Tsinghua University 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
George Mason University Exchange student	Fairfax, VA, US 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* (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

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

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

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

- **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

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

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

LANGUAGES

- **Chinese:** Native
- **English:** Proficient

AWARDS AND GRANTS

• 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