

Maggie Mengqing Zhang

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PhD Candidate in Communication & Master of Computer Science
University of Illinois Urbana-Champaign

EDUCATION

University of Illinois at Urbana-Champaign

Master in Computer Science, Department of Computer Science

Urbana-Champaign, IL, US

Aug 2023–Dec 2024 (Expected)

University of Illinois at Urbana-Champaign

Ph.D. in Communication, Institute of Communication Research

Urbana-Champaign, IL, US

Jan 2021–Dec 2025 (Expected)

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*, 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.

WORKING PAPERS

1. **Zhang, M.** and Ng, Y.M.M. Beyond Dislike Counts: How YouTube Users React to the Visibility of Social Cues. R&R at *New Media & Society*.
2. Yang, G., **Zhang, M.** and Lysyakov, M. Is Social Bot Socializing? Evidence from A Microblogging Platform. Under Review at *Information System Research*.
3. Zhong, W., **Zhang, M.**, Chen, S. and Peng, Z. Fragmentation Dynamics in Electoral Assessments: Evolving Voter Criteria in U.S. Presidential Elections, 1984-2020. Under Review at *Political Science Research and Methods*.
4. Ji, Y., **Zhang, M.**, and Liang, H. Beyond Anthropomorphism: Feeling Heard and Perceived Human Dominance in Human-Generative-AI Communication. Under Review at *Human Communication Research*

SELECTED WORK-IN-PROGRESS

1. **Zhang, M.** and Liang, H. Repurposed Accounts and Public Discussion on Social Media during Political Unrest.
2. **Zhang, M.** Network Structure, Information Diffusion and Social Contagion.
3. **Zhang, M.**, Wei, L. and Liang, H. Evolution of Human-AI Communication
4. **Zhang, M.**, Gao, Y. and Rui, H. How Generative AI Transform Content Generation on Social Media?

CONFERENCE PRESENTATIONS

1. **Zhang, M.** and Zhong, W (2023, Aug). *"Subdued But Unbroken": Examining Supporter Interactions and Group Cohesion after Twitter's Suspension of Proud Boys Accounts*. Paper to be presented to the Conference of Politics and Computational Social Science (PaCSS) APSA pre-conference, Los Angeles, CA, US
2. Yang, J and **Zhang, M.** (2023, Jul). *Incorporating Screen Captures of Social Media Posts in Political Communication Research*. Poster to be presented to Annual Meeting of the Society for Political Methodology (PolMeth XL), Stanford, CA, US.
3. 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.
4. 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.
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 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.** (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**)

TEACHING

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

PROFESSIONAL EXPERIENCE

- Center for Innovation in Teaching & Learning, UIUC** IL, US
Statistics, Data, and Survey Research Consultant Aug 2023 - May 2024
- Duties include giving hands-on demonstrations of software to students and faculty; assisting clients with the creation and implementation of surveys and teaching three to five data science workshops campus-wide.
- 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

- **Mentor for Promoting Undergraduate Research in Engineering** at UIUC 2023/2024 academic year
Led four CS undergraduate students and built a social media platform to conduct social contagion experiments
- **ICR representative** at UIUC 2022/2023 academic year
College 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 (ICA)
International Journal of Public Opinion Research
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
- 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 the Identity and Social Media Symposium at University of Utah Sep 2023
- 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

- **Web Development:**
Python & Streamlit: proficient - built a chatbot web app
R & Shiny: proficient - built a data dashboard
JavaScript: proficient - built a Chrome extension to provide AI assistance on social media content generation
GCP & AWS: proficient - built a fully functional twitter clone social media platform
- **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

- Top Paper Award, AEJMC, Communication Technology Division 2024
- 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