

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 Ph.D. in Communication, Institute of Communication Research	Urbana-Champaign, IL, US Jan 2021–
University of Illinois at Urbana-Champaign Master in Computer Science, Department of Computer Science	Urbana-Champaign, IL, US Aug 2023–Aug 2024 (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

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.

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. R&R at *Information System Research*.
3. 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. Repurposed Accounts and Public Discussion on Social Media during Political Unrest. (With Hai Liang)
2. Network Structure, Information Diffusion and Social Contagion.
3. How Generative AI Transform Content Generation on Social Media? (With Yang Gao and Huaxia Rui)
4. Evolution of Human-AI Communication (Short Title) (With Hai Liang and Longhan Wei)

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

- Center for Innovation in Teaching & Learning, UIUC** IL, US
Statistics, Data, and Survey Research Consultant Aug 2023 - May 2024
 - Provided comprehensive consultation service in data analysis and experiment design
 - Taught data science workshops to students campus-wide.
- Environmental Change Institute, University of Oxford** Oxford, UK
Research Assistant Jun 2017 - Aug 2017
- 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

SKILLS

- **Web Development:**
 - Python & Streamlit:** Proficient — Developed AI-driven chatbot web applications for response generation.
 - JavaScript:** Proficient — Built a Chrome extension integrating LLMs to improve social media content creation.
 - GCP & AWS:** Proficient — Deployed AI features on a self-developed fully functional social media platform.
- **Data Analysis and Programming:**
 - R:** Proficient — Designed and executed text mining projects.
 - Python:** Advanced Proficiency — Developed automated web crawlers for efficient data collection. Trained machine learning models for text classification. Specialized in prompt engineering for LLMs for complex NLP tasks like dialogue topic segmentation.
- **Computational Methods:**
 - Web Data Collection** — Applied advanced data scraping techniques to gather web data.
 - Text Mining** — Expert in deploying both supervised and unsupervised learning algorithms to extract patterns from large textual datasets.

AWARDS AND GRANTS

- Co-Principle Investigator, Direct Grant by The Chinese University of Hong Kong, 48,880 HKD (6K USD) 2024
- 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