

Qiankun Zhong

PhD Candidate in Communication

Cultural Evolution, Organizational Communication,
Complex Systems, Computational Social Science

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Education

Ph.D. in Communication
expected Jan 2023

University of California, Davis

Advisor: Martin Hilbert

Dissertation: *Breaking down the panopticon: agent-based models and empirical evidence on self-censorship reduction*

M.A. in Emerging Media Studies
Sep 2015 - June 2017

Boston University

Advisor: James Cummings

Thesis: *The Effects of Presence on Responses to Argument Quality in a VR environment*

B.A in Journalism
Sep 2010 – Sept 2014

Shandong University

Additional training:
**Graduate Workshop of
Computational Social Science**
June 2022

Santa Fe Institute

Computational Modeling

Additional training:
**Summer Institute in Survey
Research Techniques**
July 2019

University of Michigan

Multi-level Analysis of Survey Data

Publications

Zhong, Q., Frey, S. (2022) Institutional similarity drives cultural similarity among online communities. *Sci Rep* 12, 18982. <https://doi.org/10.1038/s41598-022-23223-8>

Zhong, Q., Frey, S., & Hilbert, M. (2022). Quantifying the Selective, Stochastic, and Complementary Drivers of Institutional Evolution in Online Communities. *Entropy*, 24(9), 1185. <https://doi.org/10.3390/e24091185>

Zhong, Q., Hilbert, M., & Frey, S. (2022). Breaking the Structural Reinforcement: An Agent-based Model on Cultural Consumption and Social Relations. *Social Science Computer Review*. <https://doi.org/10.1177/08944393211056501>

Frey, S., **Zhong, Q.**, Bulat, B., Weisman, W., Liu, C., Fujimoto, F., & Wang, H. (2022). Governing online goods: An Institutional Comparison of Minecraft, Reddit, and World of Warcraft. *In Proceedings of The 25th ACM Conference On Computer-Supported Cooperative Work And Social Computing*. <https://doi.org/10.1145/3555191>

Cummings, J, Cahill, T. J., Wertz, B., **Zhong, Q.** (Upcoming on Virtual Reality) Psychological Predictors of Consumer-Level Virtual Reality Technology Adoption and Usage.

Cahill, T. J., Wertz, B., **Zhong, Q.**, Parlato, A., Donegan, J., Forman, R., ... & Cunningham, T. N. (2019). The Search for Consumers of Web-Based Raw DNA Interpretation Services: Using Social Media to Target Hard-to-Reach Populations. *Journal of medical Internet research*, 21(7), e12980. <https://doi.org/10.2196/12980>

Groshek, J., Katz, J. E., Andersen, B., Cutino, C., & **Zhong, Q.** (2018). Media use and antimicrobial resistance misinformation and misuse: Survey evidence of information channels and fatalism in augmenting a global health threat. *Cogent Medicine*, 5(1), 1460898. <https://doi.org/10.1080/2331205X.2018.1460898>

Wang, C., Cahill, T. J., Parlato, A., Wertz, B., **Zhong, Q.**, Cunningham, T. N., & Cummings, J. J. (2017). Consumer use and response to online third-party raw DNA interpretation services. *Molecular Genetics & Genomic Medicine*. <https://doi.org/10.1002/mgg3.340>

Research Appointment	
<p>Research Assistant for Dr. Seth Frey 2020 – Present</p>	<p>University of California, Davis Department of Communication Project: Large-scale online game theory experiment</p> <ul style="list-style-type: none"> • Implement large-scale asynchronous economic games • Experiment data analysis using Bayesian inference • Write manuscript <p>Project: Compare Institutional Development of Online Communities</p> <ul style="list-style-type: none"> • Conducted text analysis using multiple natural language processing models • Conducted data analysis using multi-level regression and visualized the results using R and Python • Wrote and Edited Manuscript which resulted in a publication on CSCW
<p>Research Assistance for Dr. James Cummings 2015-2016</p>	<p>Boston University School of Communication, Emerging Media Studies Project Perception of Presence in a Virtual Environment</p> <ul style="list-style-type: none"> • Conducted meta-analysis on objective measurement of presence • Designed survey for VR usage and adoption • Prepared clean dataset for statistical modeling

Skills	
Programming	Python, R, Java, SQL, Stata, NetLogo
Research	Agent-based modeling, Evolutionary game theory modeling, Econometrics, Experiment Design

Fellowships, Awards, and Honors

Dean's Graduate Summer Fellowship, 2022

School of Letters and Science, University of California, Davis

Graduate Student Travel Award, 2020

Graduate Student Association, University of California, Davis

Top paper award, 2020

Zhong, Q. & Frey, S. (May, 2020) "Institutional similarities drive cultural similarity among online communities", 70th International Communication Association Annual Meeting (ICA), Online.

Computational Method, International Communication Association

Provost's Fellowship in the Arts, Humanities, and Social Science, 2018

School of Letters and Science, University of California, Davis

Top poster award, 2018

Wertz, B. & Zhong, Q. (May, 2018) "Learning, Doing, Flow, and Fun: Understanding Relationships Between Difficulty, Enjoyment and Skill Development in Games" 68th International Communication Association Annual Meeting (ICA), Prague, Czech.

Game Studies, International Communication Association

Courses Taught

Introduction to Mass Communication

2021- 2022, Spring Semester

Teaching Assistant (lecture section) and Full Lecturer (lab section)

Data Visualization

2020- 2021, Fall Semester

Teaching Assistant (lecture section) and Full Lecturer (lab section)

Introduction to Computational Social Science

2018-2021

Head Teaching Assistant and course design assistant

Digital Technology and Social Change

2018-2021

Head Teaching Assistant

Presentations

Zhong, Q. (May, 2022) "Breaking Down the Panopticon: an ABM on Self-censorship Reduction" Presented to the 8th IC2S2, Chicago.

Zhong, Q. (May, 2022) "Breaking Down the Panopticon: an ABM on Self-censorship Reduction" Presented to the 72th International Communication Association Annual Meeting (ICA), Paris, France.

Zhong, Q. & Huskey, R. (May, 2021) “Cheaper but Better? A Modeling approach to Costless Signaling theories in Communication” Presented to the 71th International Communication Association Annual Meeting (ICA), Online.

Zhong, Q. & Frey, S. (May, 2021) “Detecting the Selective and Stochastic Forces in the Evolution of Online Communities” Presented to the 71th International Communication Association Annual Meeting (ICA), Online.

Zhong, Q., Hilbert,M., & Frey, S. (September, 2020) “Breaking structural reinforcement: an agent-based model on cultural choice and social relations” Presented to Network Science 2020 (NetSci), Online.

Zhong, Q., Hilbert,M., Frey, S. & Wertz, B. (July, 2020) “A dynamical system approach to psychological flow” Presented to International Conference of Computational Social Science (IC2S2), Online.

Zhong, Q. & Frey, S. (May, 2020) “Institutional similarities drive cultural similarity among online communities” Presented to the 70th International Communication Association Annual Meeting (ICA), Online.

· Top Paper Award

Zhong, Q. & Frey, S. (July, 2019) “Institutional isomorphism and homophily effects of self-governing online communities” Presented to International Conference of Computational Social Science (IC2S2), Amsterdam, Netherland.

Zhong, Q. & Cummings, J. (August, 2018) “The Effects of Presence on Argument Quality in a Virtual Environment” Presented to the Annual Conference of the Association of Education in Journalism and Mass Communication (AEJMC), Washington D.C.

Wertz, B. & **Zhong, Q.** (May, 2018) “Learning, Doing, Flow, and Fun: Understanding Relationships Between Difficulty, Enjoyment and Skill Development in Games” Presented to the 68th International Communication Association Annual Meeting (ICA), Prague, Czech.

· Top Poster Award

Tiernan, C., Wertz, B., **Zhong, Q.**, Donegan,J., Forman,R, Manot,S., Parlato,A, Wu,T, Xu,Y, Cummings,J & Wang, C. (December, 2016)“Using Social Media to Target Niche Populations: The Search for Consumers of Online DNA Interpretation Services.” Presented to the 38th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Diego, CA.

Groshek, J., Katz, J., Cutino, C., & **Zhong, Q.** “Media Use and Antimicrobial Resistance Misinformation and Misuse: (August, 2016) Survey Evidence of Information Channels and Fatalism in Augmenting a Global Health Threat.” Presented to the Association for Education in Journalism and Mass Communication, MN.

Professional Affiliations

- International Communication Association (ICA)
- International Society for Social Network Analysis

Review

- Adaptive Behavior
- Computational Communication Research
- International Communication Association Annual Conference