Qiankun Zhong
Communication PhD Candidate

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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 model and empirical evidence on reducing self-censorship*

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

Additional training:
Summer Institute in Survey Research Techniques
July 2019

University of Michigan
Multi-level Analysis of Survey Data

Publications

Zhong, Q., Frey, S., & Hilbert, M. (In Press). Quantifying the Selective, Stochastic, and Complementary Drivers of the Institutional Evolution in Online Communities. *Entropy Special Issue: the Role of Information in Cultural Evolution.* https://arxiv.org/abs/2204.12521

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://arxiv.org/abs/2202.01317

Zhong, Q. & Frey, S. (Under Review for *Scientific Report*). Institutional similarities drive cultural similarity among online communities. Preprint: http://arxiv.org/abs/2009.04597.

Cummings. J, Cahill, T. J., Wertz, B., **Zhong, Q. (**Revise and Resubmit for 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.

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.

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

Research Assistant for Dr. Seth Frey
2020 – Present

University of California, Davis
Department of Communication
Project: Large-scale online game theory experiment
- Implement large-scale asynchronous economic games
- Data analysis
- Write manuscript

Project: Compare Institutional Development of Online Communities
- Worked on natural langue processing, statistics and data visualization
- Wrote Manuscript

Research Assistance for Dr. James Cummings
2015-2016

Boston University
School of Communication, Emerging Media Studies
Project Perception of Presence in a Virtual Environment
- Investigated for objective measurement of presence

Skills

Programing   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