

# Wei(Rocio) Zhong

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CONTACT INFORMATION	Center for Social Media and Politics New York University	wz490@nyu.edu <a href="https://csmapnyu.org/people/wei-rocio-zhong">https://csmapnyu.org/people/wei-rocio-zhong</a>
ACADEMIC APPOINTMENTS	<b>New York University</b> , New York, NY Center for Social Media and Politics  Postdoctoral Research Scientist, Sep 2023 - Present  <b>George Washington University</b> , Washington, DC School of Engineering and Applied Science, Institute for Data, Democracy & Politics  Postdoctoral Research Scientist, Feb 2021 - Aug 2023	
EDUCATION	<b>University of Illinois at Urbana-Champaign</b> , Urbana, IL  Ph.D., Political Science, Aug 2021 Dissertation: “Candidates, the Economy and Voting Behavior”  M.S., Statistics, May 2018  <b>New York University</b> , New York, NY  M.A., Politics, May 2014  <b>University of International Business and Economics</b> , Beijing, China  B.A., Spanish, Jun 2009	
RESEARCH INTEREST	Comparative Politics, Political Methodology Online Hate and Extremism, Polarization, Social Media, Computational Methods	
PUBLICATIONS	<b>Zhong, W.</b> , & Broniatowski, D.A. (2023). Economic risk framing increases intention to vaccinate among Republican COVID-19 vaccine refusers. <i>Social Science &amp; Medicine</i> , 317, 115594.  Bailard, C., Tromble, R., <b>Zhong, W.</b> , Bianchi, F., Hosseini, P., & Broniatowski, D.A. (2024). “Keep Your Heads Held High Boys!”: Examining the Relationship between the Proud Boys’ Online Discourse and Offline Activities. <i>American Political Science Review</i> , 1–18.  <b>Zhong, W.</b> , Bailard, C., Broniatowski, D., & Tromble, R. (2024). Proud Boys on Telegram. <i>Journal of Quantitative Description: Digital Media</i> , 4, 1–47.	
SELECTED WORKS IN PROGRESS	<b>Zhong, W.</b> , Zhang, M., Chen, S., & Peng, Z. Fragmentation Dynamics in Electoral Assessments: Evolving Voter Criteria in U.S. Presidential Elections, 1984-2020. ( <i>Under Review at Political Behavior</i> )  <b>Zhong, W.</b> , Zhang, M. Subdued but Unbroken: Examining the Cohesion of Far-Right Extremist Followers After Twitter Deplatforming. ( <i>R&amp;R at Perspectives on Politics</i> )  <b>Zhong, W.</b> , Chen, B., Liang, F. & Zhang, M. Picturing Protest: A Deep Dive into the Visual Representation of Protests in Authoritarian Countries’ Media on Twitter. ( <i>Extended Abstract Accepted, Under Review at Digital Journalism</i> )  Suk, J.*, <b>Zhong, W.*</b> , Zhang, Y., Pruden M., Yang, Y., Mao, C., & DiFranzo D. Unveiling Engagement and Platform Algorithmic Biases in Social Media Data Collection and Analysis: An Experimental Study. ( <i>R&amp;R at Communication Methods and Measures</i> ) [*co-first author]  Broniatowski, D., <b>Zhong, W.</b> , M., Simons, J., Dredze, M., & Abrams, L. Explaining Twitter’s Inability to Control Misinformation during the COVID-19 Pandemic. ( <i>Submitted to PNAS Nexus</i> )  Sanderson, Z.*, <b>Zhong, W.*</b> , & Tucker, J.A. The Effect of AI Content Labels on Perceptions of Political Images. [*co-first author]	

**Zhong, W.**, & Nagler J. Opinion Change and Learning in the 2020 U.S. Presidential Election.

**Zhong, W.**, Tan, H., Wang, B., & Zhang, K. Navigating the Tides: Understanding the Role of Media Negativity in U.S.-China Relations.

**Zhong, W.**, & Zhang, Y. Exploring Media Strategies of News Outlets on Twitter: How Content Shapes Audience Growth

Lukito, J., Macdonald, M., Chen, B., Prochaska, S., Yang, Y., Brown, M., Greenfield, J., Suk, J., **Zhong, W.**, Dahlke, R., & Borah, P. Candidates be Posting: Multi-Platform Strategies and Partisan Preferences in the 2022 U.S. Midterm Elections (*Under Review at Social Media and Society*)

SELECTED  
PROFESSIONAL  
EXPERIENCE

**US 2020 Presidential Election Researcher**  
META (formerly Facebook)  
Menlo Park, CA

Dec 2021 - Sep 2023

**Data Science Research Intern**  
DiDi AI LABS  
Beijing, China

May 2019 - Aug 2019

TEACHING  
EXPERIENCE

PS 385 Online, Politics of the European Union, Instructor

Spring 2020

PS 241 Online, Comparative Politics in Developing Nations, Instructor

Fall 2019, Spring 2018

Quantitative Analysis I, II, III (Graduate), Teaching Assistant

Fall 2018, Spring 2019

Introduction to Political Research, Teaching Assistant

Spring 2017

Introduction to International Relations, Teaching Assistant

Spring 2016

LANGUAGES

English(fluent), Chinese(native), Spanish(proficient)

SOFTWARE

Python, R, SQL, LATEX, Git, ArcGIS

SERVICES

**Manuscript Referee**

American Political Science Review, Political Behavior, Political Communication, Journal of Experimental Political Science, PNAS Nexus, Nature Communications

**Guest Editor**

Special Issue on Multi-Platform Research in Political Communication

REFERENCES

**Brian Gaines**

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