

Wei(Rocio) Zhong

CONTACT INFORMATION	Center for Social Media and Politics New York University	wz490@nyu.edu https://csmapnyu.org/people/wei-rocio-zhong
ACADEMIC APPOINTMENTS	Stony Brook University , Stony Brook, NY Department of Political Science Assistant Professor, starting Sep 2025 New York University , New York, NY Center for Social Media and Politics Postdoctoral Research Scientist, Sep 2023 - Present George Washington University , Washington, DC Institute for Data, Democracy & Politics, School of Engineering and Applied Science Postdoctoral Research Scientist, Feb 2021 - Aug 2023	
EDUCATION	University of Illinois at Urbana-Champaign , Urbana, IL Ph.D., Political Science, Aug 2021 Dissertation: “Candidates, the Economy and Voting Behavior” M.S., Statistics, May 2018 New York University , New York, NY M.A., Politics, May 2014 University of International Business and Economics , Beijing, China B.A., Spanish, Jun 2009	
RESEARCH INTEREST	Comparative Politics, Political Methodology Online Hate and Extremism, Polarization, Social Media, Computational Methods	
PUBLICATIONS	Zhong, W. , & Broniatowski, D.A. (2023). Economic risk framing increases intention to vaccinate among Republican COVID-19 vaccine refusers. <i>Social Science & Medicine</i> , 317, 115594. Bailard, C., Tromble, R., Zhong, W. , 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. Zhong, W. , Bailard, C., Broniatowski, D., & Tromble, R. (2024). Proud Boys on Telegram. <i>Journal of Quantitative Description: Digital Media</i> , 4, 1–47.	
UNDER REVIEW REVISE AND RESUBMIT	Zhong, W. , & Zhang, M. Subdued but Unbroken: Examining the Cohesion of Far-Right Extremist Followers After Twitter Deplatforming. (<i>Conditionally Accepted at Perspectives on Politics</i>) Suk, J.*, Zhong, W.* , 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&R at Communication Methods and Measures</i>) [*co-first author] 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 (<i>Conditionally Accepted at Social Media and Society</i>) Zhong, W. , 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 Electoral Studies</i>)	

	<p>Zhong, W., Chen, B., Liang, F. & Zhang, M. Picturing Protest: A Deep Dive into the Visual Representation of Protests in Authoritarian Countries' Media on Twitter. (<i>R&R at Digital Journalism</i>)</p> <p>Broniatowski, D., Zhong, W., M., Simons, J., Dredze, M., & Abroms, L. Explaining Twitter's Inability to Control Misinformation during the COVID-19 Pandemic. (<i>R&R at Scientific Reports</i>)</p>	
SELECTED WORKS IN PROGRESS	<p>Zhong, W., & Bisbee J. From Streets to Screens: The Influence of Offline Confrontations on Online White Supremacist Community Unity</p> <p>Sanderson, Z. *, Zhong, W. *, & Tucker, J.A. The Effect of AI Content Labels on Perceptions of Political Images. [*co-first author]</p> <p>Zhong, W., & Nagler J. Opinion Change and Learning in the 2020 U.S. Presidential Election.</p> <p>Zhong, W., & Zhang, Y. Exploring Media Strategies of News Outlets on Twitter: How Content Shapes Audience Growth</p>	
SELECTED PROFESSIONAL EXPERIENCE	<p>US 2020 Presidential Election Researcher META (formerly Facebook) Menlo Park, CA</p> <p>Data Science Research Intern DiDi AI LABS Beijing, China</p>	<p>Dec 2021 - Sep 2023</p> <p>May 2019 - Aug 2019</p>
TEACHING EXPERIENCE	<p>PS 385 Online, Politics of the European Union, Instructor Spring 2020</p> <p>PS 241 Online, Comparative Politics in Developing Nations, Instructor Fall 2019, Spring 2018</p> <p>Quantitative Analysis I, II, III (Graduate), Teaching Assistant Fall 2018, Spring 2019</p> <p>Introduction to Political Research, Teaching Assistant Spring 2017</p> <p>Introduction to International Relations, Teaching Assistant Spring 2016</p>	
LANGUAGES	English(fluent), Chinese(native), Spanish(proficient)	
SOFTWARE	Python, R, SQL, LATEX, Git, ArcGIS	
SERVICES	<p>Manuscript Referee American Political Science Review, Political Behavior, Political Communication, Journal of Experimental Political Science, PNAS Nexus, Nature Communications</p> <p>Guest Editor Special Issue on Multi-Platform Research for <i>Political Communication</i></p>	
REFERENCES	<p>Brian Gaines Professor of Political Science University of Illinois at Urbana-Champaign 304A DKH, 1407 W Gregory Drive, Urbana, IL 61801 Phone: 650-283-2214 bjgaines@illinois.edu</p> <p>Matthew Winters Professor of Political Science University of Illinois at Urbana-Champaign 315 DKH, 1407 W Gregory Drive Urbana, IL 61801 Phone: 217-333-3881 mwinters@illinois.edu</p> <p>David Broniatowski Professor of Engineering Management & Systems Engineering George Washington University SEH 2700, Science & Engineering Hall</p>	

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