

# 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>Stony Brook University</b> , Stony Brook, NY Department of Political Science  Assistant Professor, starting Sep 2025  <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 Institute for Data, Democracy & Politics, School of Engineering and Applied Science  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.	
UNDER REVIEW REVISE AND RESUBMIT	<b>Zhong, W.</b> , & 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.*, <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]  Lukito, J., Macdonald, M., Chen, B., Prochaska, S., Yang, Y., Brown, M., Greenfield, J., Suk, J., <b>Zhong, W.</b> , 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> )  <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 Electoral Studies</i> )	

**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. (*R&R at Digital Journalism*)

Broniatowski, D., **Zhong, W.**, M., Simons, J., Dredze, M., & Abroms, L. Explaining Twitter's Inability to Control Misinformation during the COVID-19 Pandemic. (*Under Review at Scientific Reports*)

SELECTED  
WORKS IN  
PROGRESS

**Zhong, W.**, & Bisbee J. From Streets to Screens: The Influence of Offline Confrontations on Online White Supremacist Community Unity

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

SELECTED  
PROFESSIONAL  
EXPERIENCE

**US 2020 Presidential Election Researcher**

Dec 2021 - Sep 2023

META (formerly Facebook)

Menlo Park, CA

**Data Science Research Intern**

May 2019 - Aug 2019

DiDi AI LABS

Beijing, China

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 for *Political Communication*

REFERENCES

**Brian Gaines**

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