

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	New York University , New York, NY Center for Social Media and Politics Postdoctoral Research Scientist, Sep 2023 - Present George Washington University , Washington, DC School of Engineering and Applied Science, Institute for Data, Democracy & Politics 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>R&R 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] 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 Political Behavior</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. (<i>Extended Abstract Accepted, Under Review at Digital Journalism</i>) Broniatowski, D., Zhong, W. , 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>) 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>Under Review at Social Media and Society</i>)	

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. , Tan, H., Wang, B., & Zhang, K. Navigating the Tides: Understanding the Role of Media Negativity in U.S.-China Relations.	
SELECTED PROFESSIONAL EXPERIENCE	Zhong, W. , & Zhang, Y. Exploring Media Strategies of News Outlets on Twitter: How Content Shapes Audience Growth	
	US 2020 Presidential Election Researcher	Dec 2021 - Sep 2023
	META (formerly Facebook) Menlo Park, CA	
TEACHING EXPERIENCE	Data Science Research Intern	May 2019 - Aug 2019
	DiDi AI LABS Beijing, China	
	PS 385 Online, Politics of the European Union, Instructor	Spring 2020
LANGUAGES	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
SOFTWARE	Introduction to International Relations, Teaching Assistant	Spring 2016
	English(fluent), Chinese(native), Spanish(proficient)	
SERVICES	Python, R, SQL, LATEX, Git, ArcGIS	
	Manuscript Referee	
	American Political Science Review, Political Behavior, Political Communication, Journal of Experimental Political Science, PNAS Nexus, Nature Communications	
REFERENCES	Guest Editor	
	Special Issue on Multi-Platform Research for <i>Political Communication</i>	
	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	
	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	
	David Broniatowski Professor of Engineering Management & Systems Engineering George Washington University SEH 2700, Science & Engineering Hall 800 22nd Street, NW Washington, DC 20052 Phone: 202-994-3751 broniowski@gwu.edu	