SUBHAYAN MUKERJEE

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EDUCATION	**Ph.D. Communication** 2020 (expected)

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Ph.D. Communication   2020 (expected)
University of Pennsylvania, Philadelphia, PA
Advisor: Dr. Sandra González-Bailón
Dissertation: News Reading Publics and Audience Fragmentation in a Multi-lingual
Political Context: Evidence from Online India (2014-2018)

M.A. Communication   2017
University of Pennsylvania, Philadelphia, PA

M.Sc. (Honours) Mathematics   2014
BITS-Pilani, Pilani, Rajasthan, India

B.E. (Honours) Computer Science   2014
BITS-Pilani, Pilani, Rajasthan, India

PEER-REVIEWED PUBLICATIONS

Mukerjee, S. & Yang, T. (forthcoming in *Poilitical Communication)* Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook.

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *Journal of Communication*, 68(1), 26-50.

Mukerjee, S. (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356–361.

Mukerjee, S., Jaidka, L., & Lelkes, Y. *(under review)* The Ideological Landscape of Twitter Elites in America.

OTHER PUBLICATIONS

Mukerjee. S. & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

Majó-Vázquez, S., **Mukerjee, S**, Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet.*

Mukerjee, S. & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources. Published in the *Nieman Lab blog.*

Mukerjee, S. (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

WORKING PAPERS	**Mukerjee, S.**, Yang, T., & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Thresholding Techniques for Weighted Audience Networks
	Mukerjee, S. News Reading Publics in a Multi-lingual Political Context: Evidence from Online India
CONFERENCE PAPERS	**Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Australia.
	Mukerjee, S., Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Australia
	Mukerjee, S., & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association*, Chicago, IL.
	Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science, University of Amsterdam, Amsterdam*, the Netherlands
	Mukerjee, S. (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
	Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.
	Mukerjee, S. (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
	Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC
	Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC
	Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL
	Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL
	Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

WORKS IN PROGRESS	**Mukerjee, S.**, Jaidka, L., & Lelkes, Yphtach. Echo-Chambers and Affective Polarization: A Twitter field experiment

Mukerjee, S., Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation

WORK EXPERIENCE

Research Fellow Aug 2015 – present
University of Pennsylvania, Philadelphia, PA
Member of the Digital Media, Networks and Political Communication research group. Member of the Democracy and Information research group.

Research Assistant May 2019 – Jun 2019
University of Oxford, Oxford, UK
Part of a formal collaboration with the Reuters Institute for the Study of Journalism at the University of Oxford on the use of social media during the 2019 Indian election.

Summer Intern Jun 2016 – Aug 2016
Harvard University, Cambridge, MA
Worked with the Digital Finance Initiative project at the Berkman Klein Center and helped develop an index of open-ness for financial firms and platforms. Also curated and assembled all Suspicious Activity Reports (SARs) of the FINCEN and put them in a public accessible repository.

Data Scientist Jun 2014 – Jul 2015
Abzooba Inc., Kolkata, India
Machine Learning engineer, responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.

Software Engineering Intern Jun 2013 – Jun 2014
Bravo Lucy As., Hyderabad, India
Developed the server-side of a predictive analytics product for global retail chains.

Summer Intern Jun 2012 – Jul 2012
Ericsson Global Services, Kolkata, India
Designed and implemented a platform for the company's internal training needs.

TEACHING EXPERIENCE

University of Pennsylvania, Philadelphia, PA
Understanding Social Networks (TA and Lab Assistant) Spring 2017
Media Industries and Society (TA) Spring 2018

AWARDS AND FELLOWSHIPS	**Seed Research Funding** Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20)	

Student Grant for Research Graduate and Professional Student Assembly, University of Pennsylvania (2019)

Dissertation Research Fellowship Annenberg School for Communication, University of Pennsylvania (2019-)

Dean's Summer Fellowship Annenberg School for Communication, University of Pennsylvania (2015-2019)

Travel Scholarship National Science Foundation (2018-2019)

Travel Scholarship Northwestern University (2018)

Doctoral Fellowship University of Pennsylvania (2015-2020)

INVITED LECTURES	**Computational Communication Research Seminar** University of Wisconsin-Madison, Madison WI	Mar 2020
	Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020
	Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020
	Social Media and Political Participation Lab New York University, New York City NY	Jan 2020
	Media Analytics Lecture Praxis Business School, India.	Dec 2018
	Research Methods for a Fragmented Media Environment University of Pennsylvania, Philadelphia PA	Mar 2018
	The Communication Research Experience University of Pennsylvania, Philadelphia PA	Nov 2017

RELEVANT COURSEWORK	**University of Pennsylvania**

Theory: Digital News and the Consumption of Information Online; Decoding the Social World; Social and Political Epistemology; Social Psychology of Communication; Public Opinion and Media, Privacy, Surveillance, and Media; Advertising and the Digital Age;

Methods: Introduction to Regression and Analysis of Variance; Introduction to Nonparametric Methods and Log-Linear Models; Communication Research Methods; Data Visualization for Research; Computational Social Science; Introduction to Network Analysis; Research Methods for a Fragmented Media Environment

BITS-Pilani
Machine Learning; Data Mining; Calculus; Linear Algebra; Operations Research; Probability and Statistics; Optimization; Data Structures and Algorithms

ADDITIONAL TRAINING	**Summer Institute in Computational Social Science** *Northwestern University*	Jun 2019
	Network Dynamics of Social Behavior Online course on Coursera offered by *University of Pennsylvania*	Apr 2018
	Mediterranean School of Complex Networks *Universitat Rovira i Virgili, Italy*	Sep 2017
	Annenberg Summer Institute in Methods & Statistics Jun 2017 *University of Southern California* Scale Construction Critical Studies of Networked Infrastructure	

PROFESSIONAL SERVICE	Manuscript Reviewer for *Public Opinion Quarterly*	Ad-hoc
	Manuscript Reviewer for *Digital Journalism*	Ad-hoc
	Manuscript Reviewer for *PLOS One*	Ad-hoc
	Manuscript Reviewer Computational Methods Division, *International Communication Association*	2016-19
	Manuscript Reviewer Political Communication Division, *International Communication Association*	2016-19
	Organizing Member, Chicagoland Computational Social Science Happy Hours	2019
	Coordinator, DiMeNet research group, University of Pennsylvania	2016-18
	Committee Member, Annenberg Graduate Student Symposium Committee	2017-18
	Organizing Members, Penn-Rutgers-Princeton Social Epistemology Workshop	2017
	Google Student Ambassador, Campus liaison at BITS Pilani	2012-13
	Coordinator, Computer Science Association, BITS Pilani	2011-12
	Executive Committee Member, Bengali Association, BITS Pilani	2010-11
	Member, English Press Club, BITS Pilani	2009-2013
	Editorial team member, BITS Pilani annual English magazine	2009-13

SKILLSET	**Quantitative Methods:** Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference
	Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, LaTeX, Git, JavaScript (basic).

REFERENCES   **Dr. Sandra González-Bailón**
Associate Professor
Annenberg School for Communication, University of Pennsylvania
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Dr. Yphtach Lelkes
Assistant Professor of Communication
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Dr. Joseph Turow
Robert Lewis Shayon Professor of Communication
Annenberg School for Communication, University of Pennsylvania
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Dr. Michael X. Delli Carpini
Oscar H. Gandy Professor of Communication and Democracy
Annenberg School for Communication, University of Pennsylvania
michael.dellicarpini@asc.upenn.edu