

SUBHAYAN MUKERJEE

Annenberg School for Communication, University of Pennsylvania

3620 Walnut Street, Philadelphia PA 190104

+1-267-912-7111 | subhayan.mukerjee@asc.upenn.edu | www.subhayan.com

EDUCATION

Ph.D. Communication Aug 2015 – 2020 (expected)

University of Pennsylvania Philadelphia, PA, USA

Advisor: Dr. Sandra González-Bailón

Dissertation: A Theory of News Reading Publics: Evidence from Online India

M.A. Communication Aug 2015 – May 2017

University of Pennsylvania Philadelphia, PA, USA

M.Sc. (Hons.) Mathematics Aug 2009 – May 2014

BITS Pilani Pilani, Rajasthan, India

B.E. (Hons.) Computer Science Aug 2009 – May 2014

BITS Pilani Pilani, Rajasthan, India

PUBLICATIONS

Mukerjee, S., Yang, T., & González-Bailón, S. (2019) What Counts as a Weak Tie? A Comparison of Thresholding Techniques of Weighted Networks (*submitted*)

Mukerjee, S. & González-Bailón, S. (2019) Analyzing Social Media Data. Invited flagship entry for the *SAGE Research Methods Foundation Project – An Encyclopedia* (*forthcoming*)

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.

CONFERENCE PRESENTATIONS

Mukerjee, S., Jaidka, K., & Lelkes, Y. Echo Chambers and Affective Polarization: A Twitter Field Experiment (accepted as panel presentation at the 5th *International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands)

Mukerjee, S. Networked News Reading Publics: Using Networks to Understand News Consumption in India (accepted as panel presentation at the 5th *International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands)

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure (accepted as panel presentation at the 5th *International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands)

Mukerjee, S. A Theory of Networked News Reading Publics: Evidence from Online India (accepted as panel presentation at the 12th *Annual Political Networks Conference*, Duke University, Durham, NC)

- Mukerjee, S., & Yang, T.** A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure (accepted as poster at the *12th Annual Political Networks Conference*, Duke University, Durham, NC)
- Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption (accepted at the *69th Annual Conference of the International Communication Association*)
- Majó-Vázquez, S., Yang, T., **Mukerjee, S.**, & González-Bailón, S. Inequality in Online News Consumption across Time: A Comparison of 23 Countries (submitted to the *69th Annual Conference of the International Communication Association*)
- 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, Evanston, 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, Evanston, 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, Arlington, VA
- Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, Arlington, 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*, San Diego, CA.

WORKS IN PROGRESS

- Mukerjee, S.**, Majó-Vázquez, S., & Nielsen, R. K. News Consumption during the Indian Elections 2019
- Mukerjee, S.**, Jaidka, L., Lelkes, Yphtach. The Effect of Echo-Chambers on Affective Polarization – A Twitter Field Experiment
- Mukerjee, S.**, & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure

WORK EXPERIENCE

Research Fellow

University of Oxford, Oxford, UK

May 2019 – June 2019

Paid summer collaboration with researchers at the Reuters Institute for the Study of Journalism on the use of social media during the 2019 Indian election.

Research Fellow

University of Pennsylvania, Philadelphia, PA

Aug 2015 – present

Member of the Digital Media, Networks and Political Communication research group.
Member of the Democracy and Information research group.

Teaching Fellow

University of Pennsylvania, Philadelphia, PA

Jan 2018 – May 2018

Involved in teaching, lecturing, and in making and grading tests for an 80-strong class of undergraduates for Dr. Joseph Turow's Media Industries and Society

Summer Intern

Berkman Klein Center for Internet and Society at Harvard University Jun – Aug 2016
Cambridge, MA

Worked with the Digital Finance Initiative project and helped develop an index of openness 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

Abzooba Inc., Kolkata, India

Jun 2014 – Jul 2015

Responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.

Software Engineering Intern

Bravo Lucy As., Hyderabad, India

Jun 2013 – Jun 2014

Developed the server-side of an analytics product for global retail chains.

Summer Intern

Ericsson Global Services, Kolkata, India

Jun 2013 – Jun 2014

Designed and implemented a platform for the company's internal training needs.

AWARDS AND FELLOWSHIPS

- Annenberg Graduate Student Summer Fellowship, 2015-2019
- National Science Foundation Travel Scholarship, 2019
- National Science Foundation Travel Scholarship, 2018
- Travel Scholarship from Northwestern University, 2018
- Doctoral Scholarship from the University of Pennsylvania, 2015

INVITED LECTURES

- Network Science in Media Studies: invited lecture for a Media Analytics Class in the Business Analytics Course at *Praxis Business School, India*. December 2018.
- Analysis of Audience Overlap Networks: invited lecture at a graduate seminar – Research Methods for a Fragmented Media Environment at the *University of Pennsylvania*. March 2018
- Networks in Social Science: invited lecture at an undergraduate seminar – The Research Experience at the *University of Pennsylvania*. November 2017

RELEVANT COURSEWORK

- University of Pennsylvania
Theory: 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; Digital News and the Consumption of Information Online
Methods: Introduction to Regression and Analysis of Variance; Introduction to Non-parametric 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
Calculus; Linear Algebra; Operations Research; Probability and Statistics; Optimization; Data Structures and Algorithms; Machine Learning; Data Mining

ADDITIONAL TRAINING

- Summer Institute in Computational Social Science, Chicago, IL
Northwestern University June 2019
- Network Dynamics of Social Behavior
Online course on Coursera offered by *University of Pennsylvania*. Apr 2018
- Mediterranean School of Complex Networks, Salina, Sicily, Italy.
Universitat Rovira i Virgili Sep 2017
- Scale Construction
Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA
University of Southern California Jun 2017
- Critical Studies of Networked Infrastructure
Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA
University of Southern California Jun 2017

SKILLSET

- Quantitative: Network analysis, statistical modeling, machine learning, online experiments, agent-based modeling, simulations
- Programming/Scripting: R, Python, Java, JavaScript, HTML 5, C, C++
- Other: SPSS, NetLogo, LaTeX

POSITIONS OF RESPONSIBILITY

- Manuscript Reviewer for PLOS One (2018-19)
- Conference Paper Reviewer, Computational Methods Division for International Communication Association (2016-19)
- Conference Paper Reviewer, Political Communication Division for International Communication Association (2016-19)
- Coordinator, Digital Media, Networks, and Political Communication (DiMeNet) research group at the Annenberg School for Communication (2016-18)
- Member, Annenberg Graduate Student Symposium Committee (2017-18)
- Google Student Ambassador, Campus liaison at BITS Pilani (2012-13)
- Coordinator, Computer Science Association at BITS Pilani (2011-12)
- Executive Committee Member, Bengali Association of BITS Pilani (2010-11)
- Member, English Press Club of BITS Pilani (2009-13)
- Editorial team member, BITS Pilani annual English magazine (2009-13)

HOBBIES

Watching sports, cooking, writing, playing the piano, and sketching

References

Sandra González-Bailón

Associate Professor, Annenberg School for Communication, University of Pennsylvania

sandra.gonzalez.bailon@asc.upenn.edu

Yphtach Lelkes

Assistant Professor of Communication, Annenberg School for Communication, University of Pennsylvania

yphtach.lelkes@asc.upenn.edu

Michael X. Delli Carpini

Professor of Communication

former Walter H. Annenberg Dean, Annenberg School for Communication, University of Pennsylvania

mxm@asc.upenn.edu

Joseph Turow

Robert Lewis Shayon Professor of Communication, Annenberg School for Communication, University of Pennsylvania

joseph.turow@asc.upenn.edu

Hari Nair

Associate Professor, BITS Pilani

harinair@pilani.bits-pilani.ac.in

Patrick Murck

Fellow, Berkman Klein Center for Internet and Society at Harvard University

Co-founder, The Bitcoin Foundation

patrickmurck@gmail.com