

# SUBHAYAN MUKERJEE

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## EDUCATION

- Ph.D. Communication** Aug 2015 – 2020 (expected)  
**University of Pennsylvania** Philadelphia, PA, USA  
Committee: Sandra González-Bailón (chair), Yphtach Lelkes, Joseph Turow, Michael X. Delli Carpini  
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

## PEER-REVIEWED PUBLICATIONS

- Mukerjee, S., & Yang, T.** (*under review*) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Social Media
- Mukerjee, S., Yang, T., & González-Bailón, S.** (*under review*) What Counts as a Weak Tie? A Comparison of Thresholding Techniques of Weighted Networks
- Mukerjee, S. & González-Bailón, S.** (forthcoming in 2020) Analyzing Social Media Data. *SAGE Research Methods Foundations Flagship Entry*
- 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.

## OTHER PUBLICATIONS

- 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. *Factsheet. Reuters Institute for the Study of Journalism at the University of Oxford*
- Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

## CONFERENCE PRESENTATIONS

- Mukerjee, S., Jaidka, K., & Lelkes, Y.** Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5<sup>th</sup> International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
- Mukerjee, S.** Using Network Science to Understand News Consumption in India. *The 5<sup>th</sup> 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. *The 5<sup>th</sup> 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 *The 12<sup>th</sup> Annual Political Networks Conference*, Duke University, NC
- Mukerjee, S., & Yang, T.** A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at the *12<sup>th</sup> Annual Political Networks Conference*, Duke University, 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 *The 69<sup>th</sup> 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 4<sup>th</sup> 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 *4<sup>th</sup> 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 11<sup>th</sup> Annual Political Networks Conference*, George Mason University
- Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11<sup>th</sup> 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 68<sup>th</sup> 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 67<sup>th</sup> Annual Conference of the International Communication Association*, CA.

## IN PROGRESS

- Mukerjee, S.**, Jaidka, L., Lelkes, Yphtach. The Ideological Landscape of Twitter Elites in America
- Mukerjee, S.** News Reading Publics: A Theoretical Framework for Understanding News Consumption Patterns
- 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

**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.

### Research Assistant

**University of Oxford**, Oxford, UK

May 2019 – Jun 2019

Worked as part of a formal collaboration with the Reuters Institute for the Study of Journalism on the use of social media during the 2019 Indian election.

### **Summer Intern**

#### **Berkman Klein Center for Internet and Society at Harvard University**

Cambridge, MA

Jun – Aug 2012

Worked with the Digital Finance Initiative project 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**

#### **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 2012 – Jul 2012

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

## **TEACHING EXPERIENCE**

#### **University of Pennsylvania, Philadelphia, PA**

Understanding Social Networks (teaching fellow and lab assistant for undergraduate class)

Spring 2017

Media Industries and Society (teaching fellow for undergraduate class)

Spring 2018

## **AWARDS AND FELLOWSHIPS**

Dissertation Research Fellowship (2019-)

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

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

National Science Foundation Travel Scholarship (2018-2019)

Travel Scholarship from Northwestern University (2018)

Doctoral Scholarship from the University of Pennsylvania (2015-)

## **INVITED LECTURES**

#### **Network Science in Media Studies**

Dec 2018

Invited lecture for a Media Analytics Class in the Business Analytics Program

*Praxis Business School, India.*

#### **Analysis of Audience Overlap Networks**

Mar 2018

Invited lecture at a graduate seminar – Research Methods for a Fragmented Media Environment

*University of Pennsylvania*

#### **Networks in Social Science**

Nov 2017

Invited lecture at an undergraduate seminar – The Research Experience

*University of Pennsylvania*

## 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 Jun 2019  
*Northwestern University*

**Network Dynamics of Social Behavior** Apr 2018  
Online course on Coursera offered by *University of Pennsylvania*.

**Mediterranean School of Complex Networks**, Salina, Sicily, Italy. Sep 2017  
*Universitat Rovira i Virgili*

**Scale Construction** Jun 2017  
Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA  
*University of Southern California*

**Critical Studies of Networked Infrastructure** Jun 2017  
Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA  
*University of Southern California*

## POSITIONS OF RESPONSIBILITY

Manuscript Reviewer for *Digital Journalism* 2019

Manuscript Reviewer for *PLOS One* 2018-2019

Manuscript Reviewer, Computational Methods Division, *International Communication Association* 2016-2019

Manuscript Reviewer, Political Communication Division, *International Communication Association* 2016-2019

Organizing Member, Chicagoland Computational Social Science Happy Hours 2019

Coordinator, Digital Media, Networks, and Political Communication (DiMeNet) research group at the Annenberg School for Communication, *University of Pennsylvania* 2016-2018

Committee Member, *Annenberg Graduate Student Symposium Committee* 2017-2018

Google Student Ambassador, Campus liaison at *BITS Pilani* 2012-2013

Coordinator, Computer Science Association, *BITS Pilani* 2011-2012

Executive Committee Member, Bengali Association, *BITS Pilani* 2010-2011

Member, English Press Club, *BITS Pilani* 2009-2013

Editorial team member, BITS Pilani annual English magazine 2009-2013

## SKILLSET

**Quantitative Methods:** Network analysis, statistical modeling, machine learning, online experiments, agent-based modeling

**Programming/Scripting:** R, Python, Java, C++, C, JavaScript (basic)

## REFERENCES

**Dr. Sandra González-Bailón**

*Associate Professor, Annenberg School for Communication, University of Pennsylvania*

sandra.gonzalez.bailon@asc.upenn.edu

**Dr. Yphtach Lelkes**

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

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**Dr. Joseph Turow**

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

joseph.turow@asc.upenn.edu

**Dr. Michael X. Delli Carpini**

*Professor of Communication*

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

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