

SUBHAYAN MUKERJEE

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EDUCATION	Ph.D. Communication 2020 (expected) University of Pennsylvania, Philadelphia, PA <i>Advisor:</i> Dr. Sandra González-Bailón <i>Dissertation:</i> News Reading Publics and Audience Fragmentation: Evidence from Online India
	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
SKILLSET	Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference, time series analysis
	Programming/Scripting: R (incl. <code>plyr/tidyverse</code> , <code>ggplot</code>), Python (incl. <code>pandas</code> , <code>numpy</code> , <code>scikit-learn</code> , <code>plotly</code>), SQL, Java, C++, C, \LaTeX , Git, JavaScript (basic).
PEER- REVIEWED PUBLICATIONS	Mukerjee, S. & Yang, T. (forthcoming in <i>Poilitical Communication</i>) 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 . <i>Journal of Communication</i> , 68(1), 26-50.
	Mukerjee, S. & Yang, T. (<i>revise & resubmit</i>) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook.
OTHER PUBLICATIONS	Mukerjee, S. , Jaidka, L., & Lelkes, Y. (<i>under review</i>) The Ideological Landscape of Twitter Elites in America.
	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.), <i>SAGE Research Methods Foundations</i>
	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 . <i>Reuters Institute for the Study of Journalism Factsheet</i> .
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	
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 Assistant May 2019 – Jun 2019 University of Oxford , Oxford, UK Preprocessed and analyzed web traffic data and Twitter data of online audiences during the 2019 Indian election using Python and R. Co-authored factsheet: link	
	Summer Intern Jun 2016 – Aug 2016 Harvard University , Cambridge, MA Reviewed the literature, developed an index of openness for financial firms for the Digital Finance Initiative. Web-scraped and curated all Suspicious Activity Reports (SARs) of the FINCEN (link)	
	Data Scientist / Machine Learning Engineer Jun 2014 – Jul 2015 Abzooba Inc. , Kolkata, India Fetched big datasets (> 50 GB) using Teradata queries, built predictive models (SVM, random forests) in R. Visualized communicated results using ggplot and Tableau to clients in the US health insurance domain	
	Software Engineering Intern Jun 2013 – Jun 2014 Bravo Lucy As. , Hyderabad, India Developed (in Java) 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 web platform for the company's internal training needs.	
ADDITIONAL TRAINING	Summer Institute in Computational Social Science <i>Northwestern University</i> Jun 2019 Network Dynamics of Social Behavior <i>University of Pennsylvania</i> Apr 2018 Mediterranean School of Complex Networks <i>Universitat Rovira i Virgili, Italy</i> Sep 2017 Scale Construction <i>University of Southern California</i> Jun 2017	
AWARDS AND FELLOWSHIPS	Seed Research Funding <i>SICSS, Chicago</i> 2019-20 Student Research Grant <i>University of Pennsylvania</i> 2019 Dissertation Research Fellowship <i>University of Pennsylvania</i> 2019- Dean's Summer Fellowship <i>University of Pennsylvania</i> 2015-2019 Travel Scholarship <i>National Science Foundation</i> 2018-19 Travel Scholarship <i>Northwestern University</i> 2018 Doctoral Fellowship <i>University of Pennsylvania</i> 2015-20	
PROFESSIONAL SERVICE	Manuscript Reviewer <i>Public Opinion Quarterly, Digital Journalism, PLOS One</i> Ad-hoc Conference Reviewer <i>International Communication Association</i> 2016-19 Coordinator <i>DiMeNet research group, University of Pennsylvania</i> 2016-18 Committee Member <i>Annenberg Graduate Student Symposium Committee</i> 2017-18 Organizing Member <i>Penn-Rutgers-Princeton Social Epistemology Workshop</i> 2017 Google Student Ambassador <i>Campus liaison at BITS Pilani</i> 2012-13 Coordinator <i>Computer Science Association, BITS Pilani</i> 2011-12	

Member *English Press Club, BITS Pilani*
Editorial Team Member *Literary Magazine, BITS Pilani*

2009-14
2009-14