

# SUBHAYAN MUKERJEE

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EDUCATION	<b>Ph.D. Communication</b> 2020 (expected) University of Pennsylvania, Philadelphia, PA <i>Advisor:</i> Dr. Sandra González-Bailón <i>Dissertation:</i> News Reading Publics and Audience Fragmentation in a Multi-lingual Political Context: Evidence from Online India (2014-2018)
	<b>M.A. Communication</b> 2017 University of Pennsylvania, Philadelphia, PA
	<b>M.Sc. (Honours) Mathematics</b> 2014 BITS-Pilani, Pilani, Rajasthan, India
	<b>B.E. (Honours) Computer Science</b> 2014 BITS-Pilani, Pilani, Rajasthan, India
PEER- REVIEWED PUBLICATIONS	<b>Mukerjee, S.</b> & González-Bailón, S., (2019) <a href="#">Social Media Data: Quantitative Analysis</a> . In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), <i>SAGE Research Methods Foundations</i>
	<b>Mukerjee, S.</b> , Majó-Vázquez, S., & González-Bailón, S. (2018). <a href="#">Networks of audience overlap in the consumption of digital news</a> . <i>Journal of Communication</i> , 68(1), 26-50.
	<b>Mukerjee, S.</b> (2016). <a href="#">Net neutrality, Facebook, and India's battle to #SaveTheInternet</a> . <i>Communication and the Public</i> , 1(3), 356–361.
	<b>Mukerjee, S.</b> & Yang, T. ( <i>revise &amp; resubmit</i> ) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook.
	<b>Mukerjee, S.</b> , Jaidka, L., & Lelkes, Y. ( <i>under review</i> ) The Ideological Landscape of Twitter Elites in America.
OTHER PUBLICATIONS	Majó-Vázquez, S., <b>Mukerjee, S.</b> , Ahmed Neyazi T., & Nielsen, R. K. (2019) <a href="#">Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections</a> . <i>Reuters Institute for the Study of Journalism Factsheet</i> .
	<b>Mukerjee, S.</b> & Majó-Vázquez, S. (2019) <a href="#">During the Indian election, news audiences consumed a wide and diverse range of sources</a> . Published in the <i>Nieman Lab blog</i> .
	<b>Mukerjee, S.</b> (2012, June) An Open World. <i>Linux For You</i> (print magazine) 10(4) pp. 24-26

<b>WORKING PAPERS</b>	<a href="#">Mukerjee, S., Yang, T., &amp; González-Bailón, S. What Counts as a Weak Tie? A Comparison of Thresholding Techniques for Weighted Audience Networks</a>
	<a href="#">Mukerjee, S. News Reading Publics in a Multi-lingual Political Context: Evidence from Online India</a>
<b>CONFERENCE PAPERS</b>	International Communication Association (ICA) Conference 2017, 2018, 2019, 2020*
	International Conference on Computational Social Science (IC <sup>2</sup> S <sup>2</sup> ) 2016, 2018, 2019*
	Political Networks (PolNet) 2018, 2019*
	Annual Conference of the Midwest Political Science Association (MPSA) 2020 * multiple presentations
<b>WORKS IN PROGRESS</b>	<a href="#">Mukerjee, S., Jaidka, L., &amp; Lelkes, Yphtach. Echo-Chambers and Affective Polarization: A Twitter field experiment</a>
	<a href="#">Mukerjee, S., Yang, J., Kang, D., &amp; Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation</a>
<b>WORK EXPERIENCE</b>	<b>Research Fellow</b> Aug 2015 – present <b>University of Pennsylvania</b> , Philadelphia, PA Member of the Digital Media, Networks and Political Communication research group. Member of the Democracy and Information research group.
	<b>Research Assistant</b> May 2019 – Jun 2019 <b>University of Oxford</b> , 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.
	<b>Summer Intern</b> Jun 2016 – Aug 2016 <b>Harvard University</b> , 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.
	<b>Data Scientist</b> Jun 2014 – Jul 2015 <b>Abzooba Inc.</b> , Kolkata, India Machine Learning engineer, responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.
	<b>Software Engineering Intern</b> Jun 2013 – Jun 2014 <b>Bravo Lucy As.</b> , Hyderabad, India Developed the server-side of a predictive analytics product for global retail chains.
	<b>Summer Intern</b> Jun 2012 – Jul 2012 <b>Ericsson Global Services</b> , Kolkata, India Designed and implemented a platform for the company's internal training needs.

<b>TEACHING EXPERIENCE</b>	<b>University of Pennsylvania</b> , Philadelphia, PA	
	Understanding Social Networks (TA and Lab Assistant) Media Industries and Society (TA)	Spring 2017 Spring 2018
<b>AWARDS AND FELLOWSHIPS</b>	<b>Seed Research Funding</b> Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20)	
	<b>Student Grant</b> for Research Graduate and Professional Student Assembly, University of Pennsylvania (2019)	
	<b>Dissertation Research Fellowship</b> Annenberg School for Communication, University of Pennsylvania (2019-)	
	<b>Dean’s Summer Fellowship</b> Annenberg School for Communication, University of Pennsylvania (2015-2019)	
	<b>Travel Scholarship</b> National Science Foundation (2018-2019)	
	<b>Travel Scholarship</b> Northwestern University (2018)	
<b>INVITED LECTURES</b>	<b>Doctoral Fellowship</b> University of Pennsylvania (2015-2020)	
	<b>Computational Communication Research Seminar</b> (accepted) University of Wisconsin-Madison, Madison WI	Mar 2020
	<b>Digital Propaganda and Public Opinion Lecture</b> (accepted) National University of Singapore, Singapore	Mar 2020
	<b>Microsoft Research Seminar</b> Microsoft Research, New York City NY	Jan 2020
	<b>Social Media and Political Participation Lab</b> New York University, New York City NY	Jan 2020
	<b>Media Analytics Lecture</b> Praxis Business School, India.	Dec 2018
	<b>Research Methods for a Fragmented Media Environment</b> University of Pennsylvania, Philadelphia PA	Mar 2018
	<b>The Communication Research Experience</b> University of Pennsylvania, Philadelphia PA	Nov 2017
<b>RELEVANT COURSEWORK</b>	<b>University of Pennsylvania</b> <i>Theory:</i> 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;	
	<i>Methods:</i> 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	

	<b>BITS-Pilani</b> Machine Learning; Data Mining; Calculus; Linear Algebra; Operations Research; Probability and Statistics; Optimization; Data Structures and Algorithms	
<b>ADDITIONAL TRAINING</b>	<b>Summer Institute in Computational Social Science</b> <i>Northwestern University</i>	Jun 2019
	<b>Network Dynamics of Social Behavior</b> Online course on Coursera offered by <i>University of Pennsylvania</i>	Apr 2018
	<b>Mediterranean School of Complex Networks</b> <i>Universitat Rovira i Virgili, Italy</i>	Sep 2017
	<b>Annenberg Summer Institute in Methods &amp; Statistics</b> <i>University of Southern California</i> Scale Construction Critical Studies of Networked Infrastructure	Jun 2017
<b>PROFESSIONAL SERVICE</b>	Manuscript Reviewer for <i>Digital Journalism</i>	Ad-hoc
	Manuscript Reviewer for <i>PLOS One</i>	Ad-hoc
	Manuscript Reviewer Computational Methods Division, <i>International Communication Association</i>	2016-19
	Manuscript Reviewer Political Communication Division, <i>International Communication Association</i>	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
	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
<b>SKILLSET</b>	<b>Quantitative Methods:</b> Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference	
	<b>Programming/Scripting:</b> R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L <sup>A</sup> T <sub>E</sub> X, Git, JavaScript (basic).	

## REFERENCES

**Dr. Sandra González-Bailón**

*Associate Professor*

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[sandra.gonzalez.bailon@asc.upenn.edu](mailto:sandra.gonzalez.bailon@asc.upenn.edu)

**Dr. Yphtach Lelkes**

*Assistant Professor of Communication*

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**Dr. Joseph Turow**

*Robert Lewis Shayon Professor of Communication*

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**Dr. Michael X. Delli Carpini**

*Professor of Communication*

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