# SUBHAYAN MUKERJEE

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## EDUCATION

**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.** & 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*

**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.** & Yang, T. *(revise & resubmit)* Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook.

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

## 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. *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.* https://www.niemanlab.org/2019/06/during-the-indian-election-news-audiences-consumed-a-wide-and-diverse-range-of-sources/

**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 (link)

**Mukerjee, S.** News Reading Publics in a Multi-lingual Political Context: Evidence from Online India (link)

**CONFERENCE PAPERS**

International Communication Association (ICA) Conference 2017, 2018, 2019, 2020*

International Conference on Computational Social Science ($IC^2S^2$) 2016, 2018, 2019*

Political Networks (PolNet) 2018, 2019*

Annual Conference of the Midwest Political Science Association (MPSA) 2020

∗ multiple presentations

**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** (accepted) Mar 2020
University of Wisconsin-Madison, Madison WI

**Digital Propaganda and Public Opinion Lecture** (accepted) Mar 2020
National University of Singapore, Singapore

**Microsoft Research Seminar** Jan 2020
Microsoft Research, New York City NY

**Social Media and Political Participation Lab** Jan 2020
New York University, New York City NY

**Media Analytics Lecture** Dec 2018
Praxis Business School, India.

**Research Methods for a Fragmented Media Environment** Mar 2018
University of Pennsylvania, Philadelphia PA

**The Communication Research Experience** Nov 2017
University of Pennsylvania, Philadelphia PA

**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** 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** Sep 2017
*Universitat Rovira i Virgili, Italy*

**Annenberg Summer Institute in Methods & Statistics** Jun 2017 *University of Southern California*
Scale Construction
Critical Studies of Networked Infrastructure

**SERVICE**

Manuscript Reviewer for *Digital Journalism* Ad-hoc

Manuscript Reviewer for *PLOS One* Ad-hoc

Manuscript Reviewer 2016-19
Computational Methods Division, *International Communication Association*

Manuscript Reviewer 2016-19
Political Communication Division, *International Communication Association*

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

**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
sandra.gonzalez.bailon@asc.upenn.edu

**Dr. Yphtach Lelkes**
*Assistant Professor of Communication*
Annenberg School for Communication, University of Pennsylvania
yphtach.lelkes@asc.upenn.edu

**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*
Annenberg School for Communication, University of Pennsylvania
michael.dellicarpini@asc.upenn.edu