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

CONFERENCE PAPERS

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

International Conference on Computational Social Science (IC^{2}S^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** *Northwestern University*	Jun 2019

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

PROFESSIONAL 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
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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
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