SUBHAYAN MUKERJEE

Annenberg School for Communication, University of Pennsylvania
3620 Walnut Street, Philadelphia PA 190104
+1-267-912-7111 | subhayan.mukerjee@asc.upenn.edu | www.subhayan.com | github.com/wrahool

EDUCATION

Ph.D. Communication Aug 2015 – 2020 (expected)

  University of Pennsylvania Philadelphia, PA, USA

   Advisor: Dr. Sandra González-Bailón

   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., & González-Bailón, S. (2019) What Counts as a Weak Tie? A Comparison of Thresholding Techniques of Weighted Networks *(under review)*

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

Mukerjee, S. & González-Bailón, S. (2019) Analyzing Social Media Data. Invited flagship entry for the *SAGE Research Methods Foundation Project – An Encyclopedia (forthcoming)*

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 (accepted as panel presentation at the *5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands)

Mukerjee, S. Networked News Reading Publics: Using Networks to Understand News Consumption in India (accepted as panel presentation at the *5th 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 (accepted as panel presentation at the *5th 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 12th 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 *12th 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 69th Annual Conference of the International Communication Association*, Washington DC

Majó-Vázquez, S., Yang, T., **Mukerjee, S.**, & González-Bailón, S. Inequality in Online News Consumption across Time: A Comparison of 23 Countries. *The 69th Annual Conference of the International Communication Association*

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th 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 *4th 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 11th Annual Political Networks Conference*, George Mason University

Mukerjee, S. & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th 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 68th 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 67th Annual Conference of the International Communication Association,* CA.

WORKS IN PROGRESS

Mukerjee, S., Jaidka, L., Lelkes, Yphtach. The Effect of Echo-Chambers on Affective Polarization – A Twitter Field Experiment

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure

Mukerjee, S., Yang, J., Kang, D., Okada, T. Networks of Partisan Social Influence: A Controlled Experiment

WORK EXPERIENCE

Research Assistant

University of Oxford, Oxford, UK   May 2019 – June 2019

Paid summer collaboration with the Reuters Institute for the Study of Journalism on the use of social media during the 2019 Indian election.

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.

Summer Intern

Berkman Klein Center for Internet and Society at Harvard University
Cambridge, MA   June – 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 2013 – Jun 2014

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

TEACHING EXPERIENCE

   University of Pennsylvania, Philadelphia, PA

   Understanding Social Networks (undergraduate teaching fellow and lab assistant)   Spring 2017

   Media Industries and Society (undergraduate teaching fellow)   Spring 2018

AWARDS AND FELLOWSHIPS

Annenberg Graduate Student Summer Fellowship, 2015-2019
National Science Foundation Travel Scholarship, 2019
National Science Foundation Travel Scholarship, 2018
Travel Scholarship from Northwestern University, 2018
Doctoral Scholarship from the University of Pennsylvania, 2015

INVITED LECTURES

Network Science in Media Studies
   Invited lecture for a Media Analytics Class in the Business Analytics Course at *Praxis Business School, India*.
   December 2018.
Analysis of Audience Overlap Networks
   Invited lecture at a graduate seminar – Research Methods for a Fragmented Media Environment at the *University
   of Pennsylvania*. March 2018
Networks in Social Science
   Invited lecture at an undergraduate seminar – The Research Experience at the *University of Pennsylvania*.
   November 2017

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   June 2019
  Northwestern University
Network Dynamics of Social Behavior   April 2018
  Online course on Coursera offered by *University of Pennsylvania.*
Mediterranean School of Complex Networks, Salina, Sicily, Italy.   September 2017
  Universitat Rovira i Virgili
Scale Construction   June 2017
  Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA
  University of Southern California
Critical Studies of Networked Infrastructure   June 2017
  Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA
  University of Southern California

SKILLSET

Quantitative
  Network analysis, statistical modeling, machine learning, online experiments, agent-based modeling
Programming/Scripting
  R, Python, Java, C++, C, JavaScript (basic)
Other
  SPSS, NetLogo, LaTeX

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

HOBBIES

Watching sports, cooking, writing, playing the piano, and sketching

REFERENCES

Sandra González-Bailón

Associate Professor, Annenberg School for Communication, University of Pennsylvania

sandra.gonzalez.bailon@asc.upenn.edu

Yphtach Lelkes

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

yphtach.lelkes@asc.upenn.edu

Michael X. Delli Carpini

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

mxd@asc.upenn.edu

Joseph Turow

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

joseph.turow@asc.upenn.edu

Hari Nair

Associate Professor, BITS Pilani

harinair@pilani.bits-pilani.ac.in

Patrick Murck

Fellow, Berkman Klein Center for Internet and Society at Harvard University
Co-founder, The Bitcoin Foundation

patrickmurck@gmail.com