

SUBHAYAN MUKERJEE

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EDUCATION

Ph.D. Communication

Aug 2015 – 2020 (expected)

University of Pennsylvania Philadelphia, PA, USA

Committee chair: 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. & González-Bailón, S. (2020) Analyzing Social Media Data. *SAGE Research Methods Foundations Flagship Entry* (accepted)

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.

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. *Factsheet. Reuters Institute for the Study of Journalism at the University of Oxford*

Mukerjee, S. (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356–361.

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. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S. Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Subhayan Mukerjee – July 2019

- Mukerjee, S., & Yang, T.** A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *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., & Yang, T.** A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure
- Mukerjee, S.** News Reading Publics: A Theoretical Framework for Understanding News Consumption Patterns
- 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

University of Oxford, Oxford, UK

May 2019 – Jun 2019

Worked as part of a formal 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.

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Summer Intern

Berkman Klein Center for Internet and Society at Harvard University

Cambridge, MA

Jun – 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 (teaching fellow and lab assistant for undergraduate class)

Spring 2017

Media Industries and Society (teaching fellow for undergraduate class)

Spring 2018

AWARDS AND FELLOWSHIPS

Dissertation Research Fellowship (2019-)

Dean's Summer Fellowship, Annenberg School for Communication, University of Pennsylvania (2015-2019)

National Science Foundation Travel Scholarship (2018-2019)

Travel Scholarship from Northwestern University (2018)

Doctoral Scholarship from the University of Pennsylvania (2015-)

INVITED LECTURES

Network Science in Media Studies

Dec 2018

Invited lecture for a Media Analytics Class in the Business Analytics Program
Praxis Business School, India.

Analysis of Audience Overlap Networks

Mar 2018

Invited lecture at a graduate seminar – Research Methods for a Fragmented Media Environment
University of Pennsylvania

Networks in Social Science

Nov 2017

Invited lecture at an undergraduate seminar – The Research Experience
University of Pennsylvania

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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

Northwestern University

Jun 2019

Network Dynamics of Social Behavior

Online course on Coursera offered by *University of Pennsylvania*.

Apr 2018

Mediterranean School of Complex Networks, Salina, Sicily, Italy.

Universitat Rovira i Virgili

Sep 2017

Scale Construction

Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA

University of Southern California

Jun 2017

Critical Studies of Networked Infrastructure

Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA

University of Southern California

Jun 2017

SKILLSET

Quantitative Methods

Network analysis, statistical modeling, machine learning, online experiments, agent-based modeling

Programming/Scripting

R, Python, Java, C++, C, JavaScript (basic)

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

Organizing Member, Chicagoland Computational Social Science Happy Hours

2019

Coordinator, Digital Media, Networks, and Political Communication (DiMeNet) research group at the

Annenberg School for Communication, *University of Pennsylvania*

2016-2018

Committee 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

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Executive Committee Member, Bengali Association, *BITS Pilani*
Member, English Press Club, *BITS Pilani*
Editorial team member, BITS Pilani annual English magazine

2010-2011
2009-2013
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