

SUBHAYAN MUKERJEE

Annenberg School for Communication

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EDUCATION

Ph.D. Communication	Aug 2015 – 2020 (expected)
University of Pennsylvania Philadelphia, PA, USA	
Committee: Sandra González-Bailón (chair), Yphtach Lelkes, Joseph Turow, Michael X. Delli Carpini	
Dissertation: News Reading Publics and Audience Fragmentation: 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	

SKILLSET

Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, randomized controlled trial, agent-based modeling, causal inference

Programming / Scripting: R (including plyr / tidyverse, igraph, ggplot), Python (including pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, LaTeX, JavaScript (basic).

RELEVANT PEER-REVIEWED PUBLICATIONS

- Mukerjee, S.** & González-Bailón, S. (in press, forthcoming in 2020) Analyzing Social Media Data. *SAGE Research Methods Foundations Flagship Entry*
- 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.**, & Yang, T. (*under review*) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook.
- Mukerjee, S.**, Yang, T., & González-Bailón, S. (*under review*) What Counts as a Weak Tie? A Comparison of Thresholding Techniques for Weighted Audience Networks

OTHER RELEVANT 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.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

RELEVANT WORKING PAPERS

- Mukerjee, S.** News Reading Publics in a Multi-lingual Political Context: Evidence from Online India (2014-2018) <http://bit.ly/sm-nrp>
- Mukerjee, S.**, Jaidka, L., Lelkes, Y. The Ideological Landscape of Twitter Elites in America. <http://bit.ly/sm-ilt>

WORK EXPERIENCE

Research Assistant

- Reuters Institute for the Study of Journalism at University of Oxford**, Oxford, UK May – Jun 2019
- Preprocessed and analyzed web traffic data and Twitter data of online audiences during the 2019 Indian election using Python and R. Co-authored factsheet: <http://bit.ly/sm-risi>

Summer Intern

- Berkman Klein Center for Internet and Society at Harvard University**, Cambridge, MA, USA Jun – Aug 2016
- Reviewed the literature, developed an index of openness for financial firms for the Digital Finance Initiative.
 - Web-scraped and curated all Suspicious Activity Reports (SARs) of the FINCEN. <http://bit.ly/sm-sars>

Data Scientist

- Abzooba Inc.**, Kolkata, India Jun 2014 – Jul 2015
- Fetched big datasets (> 50 GB) using Teradata queries, built predictive models (SVM, random forests) in R
 - Visualized and communicated results using ggplot / Tableau to clients in the US health insurance domain.

Software Engineering Intern

- Bravo Lucy As.**, Hyderabad, India Jun 2013 – Jun 2014
- Developed (in Java) the server-side of a predictive analytics product for global retail chains.

Summer Intern

- Ericsson Global Services**, Kolkata, India Jun – Jul 2012
- Designed and implemented a web platform for the company's internal training needs.

ADDITIONAL TRAINING

- Summer Institute in Computational Social Science**, *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**, *Universitat Rovira i Virgili*, Italy Sep 2017
- Scale Construction**, Annenberg Summer Institute, *U of Southern California* Jun 2017
- Critical Studies of Networked Infrastructure**, Annenberg Summer Institute, *U of Southern California* Jun 2017

AWARDS AND FELLOWSHIPS

- Seed Research Funding** from the Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20)
- Student Research Grant** from Graduate and Professional Student Assembly, University of Pennsylvania (2019)
- Dissertation Research Fellowship** from University of Pennsylvania (2019-)
- Dean's Summer Fellowship** from Annenberg School for Communication, University of Pennsylvania (2015-2019)
- Travel Scholarship** from National Science Foundation (2018-2019)
- Travel Scholarship** from Northwestern University (2018)
- Doctoral Scholarship** from the University of Pennsylvania (2015-)

POSITIONS OF RESPONSIBILITY

- Manuscript Reviewer for *Digital Journalism* Ad-hoc
- Manuscript Reviewer for *PLOS One* Ad-hoc
- Manuscript Reviewer, Computational Methods Division, *International Communication Association* 2016-2019
- Manuscript Reviewer, Political Communication Division, *International Communication Association* 2016-2019
- Coordinator, DiMeNet research group, *University of Pennsylvania* 2016-2018
- Committee Member, *Annenberg Graduate Student Symposium Committee* 2017-2018
- Coordinator, Computer Science Association, *BITS Pilani* 2011-2012