

SUBHAYAN MUKERJEE

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

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

WORKING PAPERS

- Mukerjee, S.** News Reading Publics in a Multi-lingual Political Context: Evidence from Online India (2014-2018) ([link](#))
- Mukerjee, S., Jaidka, L., Lelkes, Yphtach.** The Ideological Landscape of Twitter Elites in America. ([link](#))

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
- 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
- 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.** 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

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.

Research Assistant

University of Oxford, Oxford, UK

May 2019 – Jun 2019

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

Berkman Klein Center for Internet and Society at Harvard University

Cambridge, MA

Jun – Aug 2016

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

Machine Learning engineer, 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 a predictive analytics product for global retail chains.

Summer Intern

Ericsson Global Services, Kolkata, India

Jun 2012 – Jul 2012

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

Seed Research Funding by the 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 (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

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 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

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, Chicago, IL 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, Salina, Sicily, Italy. Sep 2017
Universitat Rovira i Virgili

Scale Construction Jun 2017
Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA
University of Southern California

Critical Studies of Networked Infrastructure Jun 2017
Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA
University of Southern California

POSITIONS OF RESPONSIBILITY

Manuscript Reviewer for <i>Digital Journalism</i>	Ad-hoc
Manuscript Reviewer for <i>PLOS One</i>	Ad-hoc
Manuscript Reviewer, Computational Methods Division, <i>International Communication Association</i>	2016-2019
Manuscript Reviewer, Political Communication Division, <i>International Communication Association</i>	2016-2019
Organizing Member, Chicagoland Computational Social Science Happy Hours	2019
Coordinator, DiMeNet research group, <i>University of Pennsylvania</i>	2016-2018
Committee Member, <i>Annenberg Graduate Student Symposium Committee</i>	2017-2018
Google Student Ambassador, Campus liaison at <i>BITS Pilani</i>	2012-2013
Coordinator, Computer Science Association, <i>BITS Pilani</i>	2011-2012
Executive Committee Member, Bengali Association, <i>BITS Pilani</i>	2010-2011
Member, English Press Club, <i>BITS Pilani</i>	2009-2013
Editorial team member, BITS Pilani annual English magazine	2009-2013

SKILLSET

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

Programming/Scripting: R (incl. tidyverse, ggplot), Python (incl. scikit-learn, plotly), SQL, Java, C++, C, 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

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

michael.dellicarpini@asc.upenn.edu