

# SUBHAYAN MUKERJEE

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## 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. & González-Bailón, S. (2019) 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  
(accepted as panel presentation at the 5<sup>th</sup> 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 5<sup>th</sup> 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 *5<sup>th</sup> 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 12<sup>th</sup> 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 *12<sup>th</sup> 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 69<sup>th</sup> 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 69<sup>th</sup> 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 4<sup>th</sup> 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 *4<sup>th</sup> 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 11<sup>th</sup> Annual Political Networks Conference*, George Mason University
- Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11<sup>th</sup> 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 68<sup>th</sup> 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 67<sup>th</sup> 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

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

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 Course

*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*

Invited lecture at an undergraduate seminar – The Research Experience

*University of Pennsylvania*

## 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

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

Annenberg School for Communication, *University of Pennsylvania*

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

## 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