

# SUBHAYAN MUKERJEE

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EDUCATION	<b>Ph.D. Communication</b> 2020 (expected) University of Pennsylvania, Philadelphia, PA <i>Advisor:</i> Dr. Sandra González-Bailón <i>Dissertation:</i> News Reading Publics and Audience Fragmentation in a Multi-lingual Political Context: Evidence from Online India (2014-2018)
	<b>M.A. Communication</b> 2017 University of Pennsylvania, Philadelphia, PA
	<b>M.Sc. (Honours) Mathematics</b> 2014 BITS-Pilani, Pilani, Rajasthan, India
	<b>B.E. (Honours) Computer Science</b> 2014 BITS-Pilani, Pilani, Rajasthan, India
PEER-REVIEWED PUBLICATIONS	<p>Mukerjee, S. &amp; Yang, T. (forthcoming in <i>Poilitical Communication</i>) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook.</p> <p>Mukerjee, S., Majó-Vázquez, S., &amp; González-Bailón, S. (2018). <a href="#">Networks of audience overlap in the consumption of digital news</a>. <i>Journal of Communication</i>, 68(1), 26-50.</p> <p>Mukerjee, S. (2016). <a href="#">Net neutrality, Facebook, and India's battle to #SaveTheInternet</a>. <i>Communication and the Public</i>, 1(3), 356-361.</p> <p>Mukerjee, S., Jaidka, L., &amp; Lelkes, Y. (<i>under review</i>) The Ideological Landscape of Twitter Elites in America.</p>
OTHER PUBLICATIONS	<p>Mukerjee, S. &amp; González-Bailón, S., (2019) <a href="#">Social Media Data: Quantitative Analysis</a>. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, &amp; R.A. Williams (Eds.), <i>SAGE Research Methods Foundations</i></p> <p>Majó-Vázquez, S., Mukerjee, S., Ahmed Neyazi T., &amp; Nielsen, R. K. (2019) <a href="#">Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections</a>. <i>Reuters Institute for the Study of Journalism Factsheet</i>.</p> <p>Mukerjee, S. &amp; Majó-Vázquez, S. (2019) <a href="#">During the Indian election, news audiences consumed a wide and diverse range of sources</a>. Published in the <i>Nieman Lab blog</i>.</p> <p>Mukerjee, S. (2012, June) An Open World. <i>Linux For You</i> (print magazine) 10(4) pp. 24-26</p>

## PIPELINE

**Mukerjee, S.,** Yang, T., & González-Bailón, S. [What Counts as a Weak Tie? A Comparison of Thresholding Techniques for Weighted Audience Networks](#) Target journal: *Communication Methods and Measures*

**Mukerjee, S.** [News Reading Publics in a Multi-lingual Political Context: Evidence from Online India](#) Target journal: *Communication Research*

## CONFERENCE PAPERS

**Mukerjee, S.,** & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Australia.

**Mukerjee, S.,** Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Australia

**Mukerjee, S.,** & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association*, Chicago, IL.

**Mukerjee, S.,** Jaidka, K., & Lelkes, Y. (2019) 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.** (2019) 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. (2019) 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.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC

**Mukerjee, S.,** & Yang, T. (2019) 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. (2019) 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, VA

**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** Aug 2015 – present  
**University of Pennsylvania**, Philadelphia, PA  
Member of the Digital Media, Networks and Political Communication research group.  
Member of the Democracy and Information research group.

**Research Assistant** May 2019 – Jun 2019  
**University of Oxford**, Oxford, UK  
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** Jun 2016 – Aug 2016  
**Harvard University**, Cambridge, MA  
Worked with the Digital Finance Initiative project at the Berkman Klein Center 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** Jun 2014 – Jul 2015  
**Abzooba Inc.**, Kolkata, India  
Machine Learning engineer, responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.

**Software Engineering Intern** Jun 2013 – Jun 2014  
**Bravo Lucy As.**, Hyderabad, India  
Developed the server-side of a predictive analytics product for global retail chains.

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

## TEACHING EXPERIENCE

**University of Pennsylvania**, Philadelphia, PA  
Understanding Social Networks (TA and Lab Assistant) Spring 2017  
Media Industries and Society (TA) Spring 2018

<b>AWARDS AND FELLOWSHIPS</b>	<b>Seed Research Funding</b> Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20)	
	<b>Student Grant</b> for Research Graduate and Professional Student Assembly, University of Pennsylvania (2019)	
	<b>Dissertation Research Fellowship</b> Annenberg School for Communication, University of Pennsylvania (2019-)	
	<b>Dean's Summer Fellowship</b> Annenberg School for Communication, University of Pennsylvania (2015-2019)	
	<b>Travel Scholarship</b> National Science Foundation (2018-2019)	
	<b>Travel Scholarship</b> Northwestern University (2018)	
<b>INVITED LECTURES</b>	<b>Doctoral Fellowship</b> University of Pennsylvania (2015-2020)	
	<b>Computational Communication Research Seminar</b> University of Wisconsin-Madison, Madison WI	Mar 2020
	<b>Digital Propaganda and Public Opinion Lecture</b> National University of Singapore, Singapore	Mar 2020
	<b>Microsoft Research Seminar</b> Microsoft Research, New York City NY	Jan 2020
	<b>Social Media and Political Participation Lab</b> New York University, New York City NY	Jan 2020
	<b>Media Analytics Lecture</b> Praxis Business School, India.	Dec 2018
	<b>Research Methods for a Fragmented Media Environment</b> University of Pennsylvania, Philadelphia PA	Mar 2018
	<b>The Communication Research Experience</b> University of Pennsylvania, Philadelphia PA	Nov 2017
<b>RELEVANT COURSEWORK</b>	<b>University of Pennsylvania</b>	
	<i>Theory:</i> 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;	
	<i>Methods:</i> 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	
	<b>BITS-Pilani</b>	
	Machine Learning; Data Mining; Calculus; Linear Algebra; Operations Research; Probability and Statistics; Optimization; Data Structures and Algorithms	

<b>ADDITIONAL TRAINING</b>	<b>Summer Institute in Computational Social Science</b> <i>Northwestern University</i>	Jun 2019
	<b>Network Dynamics of Social Behavior</b> Online course on Coursera offered by <i>University of Pennsylvania</i>	Apr 2018
	<b>Mediterranean School of Complex Networks</b> <i>Universitat Rovira i Virgili, Italy</i>	Sep 2017
	<b>Annenberg Summer Institute in Methods &amp; Statistics</b> <i>University of Southern California</i> Scale Construction Critical Studies of Networked Infrastructure	Jun 2017
<b>PROFESSIONAL SERVICE</b>	Manuscript Reviewer for <i>Public Opinion Quarterly</i>	Ad-hoc
	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>	2016-19
	Manuscript Reviewer Political Communication Division, <i>International Communication Association</i>	2016-19
	Organizing Member, Chicagoland Computational Social Science Happy Hours	2019
	Coordinator, DiMeNet research group, University of Pennsylvania	2016-18
	Committee Member, Annenberg Graduate Student Symposium Committee	2017-18
	Organizing Members, Penn-Rutgers-Princeton Social Epistemology Workshop	2017
	Google Student Ambassador, Campus liaison at BITS Pilani	2012-13
	Coordinator, Computer Science Association, BITS Pilani	2011-12
	Executive Committee Member, Bengali Association, BITS Pilani	2010-11
	Member, English Press Club, BITS Pilani	2009-2013
	Editorial team member, BITS Pilani annual English magazine	2009-13
<b>SKILLSET</b>	<b>Quantitative Methods:</b> Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference	
	<b>Programming/Scripting:</b> R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L <sup>A</sup> T <sub>E</sub> X, Git, JavaScript (basic).	

## REFERENCES

**Dr. Sandra González-Bailón**

*Associate Professor*

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[sandra.gonzalez.bailon@asc.upenn.edu](mailto:sandra.gonzalez.bailon@asc.upenn.edu)

**Dr. Yphtach Lelkes**

*Assistant Professor of Communication*

Annenberg School for Communication, University of Pennsylvania

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**Dr. Joseph Turow**

*Robert Lewis Shayon Professor of Communication*

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**Dr. Michael X. Delli Carpini**

*Oscar H. Gandy Professor of Communication and Democracy*

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