

# SUBHAYAN MUKERJEE

Annenberg School for Communication, University of Pennsylvania  
3620 Walnut Street, Philadelphia PA 190104

+1-267-912-7111 | subhayan.mukerjee@asc.upenn.edu | www.subhayan.com | github.com/wrahoool

## 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 5<sup>th</sup> International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S. Using Network Science to Understand News Consumption in India. *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. *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

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.

## 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*

## 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

<b>Summer Institute in Computational Social Science</b> , Chicago, IL <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> , Salina, Sicily, Italy. <i>Universitat Rovira i Virgili</i>	Sep 2017
<b>Scale Construction</b> Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA <i>University of Southern California</i>	Jun 2017
<b>Critical Studies of Networked Infrastructure</b> Annenberg Summer Institute in Methods & Statistics (ASIMS), Los Angeles, CA <i>University of Southern California</i>	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 <i>Digital Journalism</i>	2019
Manuscript Reviewer for <i>PLOS One</i>	2018-2019
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, Digital Media, Networks, and Political Communication (DiMeNet) research group at the Annenberg School for Communication, <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, *BITS Pilani*  
Editorial team member, BITS Pilani annual English magazine

2009-2013

2009-2013

## **HOBBIES**

Watching sports, cooking, writing, playing the piano, and sketching

## 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. Michael X. Delli Carpini**

*Professor of Communication*

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

mxd@asc.upenn.edu

**Dr. Joseph Turow**

*Robert Lewis Shayon Professor of Communication, Annenberg School for Communication, University of Pennsylvania*

joseph.turow@asc.upenn.edu