

# SUBHAYAN MUKERJEE

Annenberg School for Communication, University of Pennsylvania

3620 Walnut Street, Philadelphia, PA 19104

+1-267-912-7111 | [subhayan.mukerjee@asc.upenn.edu](mailto:subhayan.mukerjee@asc.upenn.edu) | [www.subhayan.com](http://www.subhayan.com) | [github.com/wrahoool](https://github.com/wrahoool)

---

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: Evidence from Online India
	<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
SKILLSET	<b>Quantitative Methods:</b> Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference, time series analysis
	<b>Programming/Scripting:</b> R (incl. <code>plyr</code> / <code>tidyverse</code> , <code>ggplot</code> ), Python (incl. <code>pandas</code> , <code>numpy</code> , <code>scikit-learn</code> , <code>plotly</code> ), SQL, Java, C++, C, $\text{\LaTeX}$ , Git, JavaScript (basic).
PEER- REVIEWED PUBLICATIONS	<b>Mukerjee, S.</b> & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), <i>SAGE Research Methods Foundations</i>
	<b>Mukerjee, S.</b> , Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. <i>Journal of Communication</i> , 68(1), 26-50.
	<b>Mukerjee, S.</b> & Yang, T. ( <i>revise &amp; resubmit</i> ) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook.
	<b>Mukerjee, S.</b> , Jaidka, L., & Lelkes, Y. ( <i>under review</i> ) The Ideological Landscape of Twitter Elites in America.
OTHER PUBLICATIONS	Majó-Vázquez, S., <b>Mukerjee, S.</b> , Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. <i>Reuters Institute for the Study of Journalism Factsheet</i> : <a href="#">link</a> .
	<b>Mukerjee, S.</b> (2012, June) An Open World. <i>Linux For You</i> (print magazine) 10(4) pp. 24-26
WORKING PAPERS	<b>Mukerjee, S.</b> , Yang, T., & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Thresholding Techniques for Weighted Audience Networks ( <a href="#">link</a> )
	<b>Mukerjee, S.</b> News Reading Publics in a Multi-lingual Political Context: Evidence from Online India ( <a href="#">link</a> )

<b>WORKS IN PROGRESS</b>	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	
<b>WORK EXPERIENCE</b>	<b>Research Assistant</b>	May 2019 – Jun 2019
	<b>University of Oxford</b> , Oxford, UK	
	Preprocessed and analyzed web traffic data and Twitter data of online audiences during the 2019 Indian election using Python and R. Co-authored factsheet: <a href="#">link</a>	
	<b>Summer Intern</b>	Jun 2016 – Aug 2016
	<b>Harvard University</b> , Cambridge, MA	
	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 ( <a href="#">link</a> )	
	<b>Data Scientist / Machine Learning Engineer</b>	Jun 2014 – Jul 2015
	<b>Abzooba Inc.</b> , Kolkata, India	
	Fetched big datasets (> 50 GB) using Teradata queries, built predictive models (SVM, random forests) in R. Visualized communicated results using ggplot and Tableau to clients in the US health insurance domain	
	<b>Software Engineering Intern</b>	Jun 2013 – Jun 2014
	<b>Bravo Lucy As.</b> , Hyderabad, India	
	Developed (in Java) the server-side of a predictive analytics product for global retail chains.	
	<b>Summer Intern</b>	Jun 2012 – Jul 2012
	<b>Ericsson Global Services</b> , Kolkata, India	
	Designed and implemented a web platform for the company's internal training needs.	
<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> <i>University of Pennsylvania</i>	Apr 2018
	<b>Mediterranean School of Complex Networks</b> <i>Universitat Rovira i Virgili, Italy</i>	Sep 2017
	<b>Scale Construction</b> <i>University of Southern California</i>	Jun 2017
<b>AWARDS AND FELLOWSHIPS</b>	<b>Seed Research Funding</b> <i>SICSS, Chicago</i>	2019-20
	<b>Student Research Grant</b> <i>University of Pennsylvania</i>	2019
	<b>Dissertation Research Fellowship</b> <i>University of Pennsylvania</i>	2019-
	<b>Dean's Summer Fellowship</b> <i>University of Pennsylvania</i>	2015-2019
	<b>Travel Scholarship</b> <i>National Science Foundation</i>	2018-19
	<b>Travel Scholarship</b> <i>Northwestern University</i>	2018
<b>PROFESSIONAL SERVICE</b>	<b>Doctoral Fellowship</b> <i>University of Pennsylvania</i>	2015-20
	<b>Manuscript Reviewer</b> <i>Digital Journalism</i>	Ad-hoc
	<b>Manuscript Reviewer</b> <i>PLOS One</i>	Ad-hoc
	<b>Manuscript Reviewer</b> <i>International Communication Association</i>	2016-19
	<b>Coordinator</b> <i>DiMeNet research group, University of Pennsylvania</i>	2016-18
	<b>Committee Member</b> <i>Annenberg Graduate Student Symposium Committee</i>	2017-18
	<b>Google Student Ambassador</b> <i>Campus liaison at BITS Pilani</i>	2012-13
	<b>Coordinator</b> <i>Computer Science Association, BITS Pilani</i>	2011-12
	<b>Member</b> <i>English Press Club, BITS Pilani</i>	2009-14
	<b>Editorial Team Member</b> <i>Literary Magazine, BITS Pilani</i>	2009-14