

Yifei Wang

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RESEARCH INTERESTS

Public Opinion, Public Policy, Political Communication, Communication and Technology, Computational Social Science, Climate Change

METHOD INTERESTS

Text-as-Data, Social Network Analysis, Time Series Analysis, Agent Based Modeling, Machine Learning, Natural Language Processing

EDUCATION BACKGROUND

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| National University of Singapore <ul style="list-style-type: none">– Degree: Master of Arts (by research)– Major: Communications and New Media– GPA: 4.75/5.0– Advisor: Kokil Jaidka | Aug.2021–May.2023 |
| Cornell University <ul style="list-style-type: none">– Degree: Bachelor of Science (Distinction in Research)– Major: Communication– GPA: 3.98/4.3 (Magna Cum Laude)– Advisor: Jonathon Schuldt– Honor Thesis: “Implanted Labels”: Google Searches and Global Warming Beliefs | Aug.2019-May.2021 |
| China Agricultural University <ul style="list-style-type: none">– Degree: Bachelor of Arts (Dual Degree Program)– Major: Communication– GPA: 3.9/4.0 | Sep.2017-July.2019 |

PEER-REVIEWED PUBLICATION

- **Wang, Y.**, Nigen, A., and Ahmed, S. (2022). Nationwide Adoption of Digital Contact Tracing App: Examining the Role of Privacy Concern, Political Trust, and Technology Literacy. *Communication Studies*, 73(4), 364-379. <https://doi.org/10.1080/10510974.2022.2094982>

WORKS IN PROGRESS

- **Wang, Y.** and Jaidka, K. (2022). Confirmation Bias in Seeking Climate Information: Employing Relative Search Volume to Predict Partisan Climate Opinions. *Social Science Computer Review* (Revise & Resubmit).
- **Wang, Y.**, Ahmed, S., and Bee, A. (2022). Selective Avoidance as a Cognitive Response: Examining the political use of social media and surveillance anxiety in avoidance behaviors. *Behaviour & Information Technology* (Revise & Resubmit).
- Ahmed, S., **Wang, Y.**, and Bee, A. (2022). Adjusting news accuracy perceptions after deepfakes exposure: Evidence from a non-Western context. *Personality and Individual Differences* (Under Review).
- Ahmed, S., **Wang, Y.**, and Tully, M. (2022). Can Political Engagement Erode Electoral Trust? Examining the Relationship between Online Political Participation and Trust in Electoral Integrity during the 2020 US. *Online Information Review* (Under Review).
- **Wang, Y.**, Jaidka, K., Margolin, D., and Xia, X. (2022). Clash of Climate Change Discourse: Re-examining Climate News in the Background of the US-China Relationship. (Manuscript in preparation).

SELECTED CONFERENCE PRESENTATIONS

- **Wang, Y.**, Jaidka, K., and Ahmed, S. (2022, Nov). Moral attributes of participatory politics: How do moral domains influence online political participation across cultural contexts. Presented at *the 75th Annual World Association of Public Opinion Research (WAPOR) Conference*, Dubai, United Arab Emirates.
- Ahmed, S. and **Wang, Y.** (2022, Nov). Pathways from Selective Exposure to Affective Polarization: Examining the Role of Electoral Trust and Political Dogmatism. Presented at *the 75th Annual World Association of Public Opinion Research (WAPOR) Conference*, Dubai, United Arab Emirates.
- Ahmed, S. and **Wang, Y.** (2022, Nov). Online Political Participation and Trust in Electoral Integrity during 2020 US Election. Presented at *the 75th Annual World Association of Public Opinion Research (WAPOR) Conference*, Dubai, United Arab Emirates.
- **Wang, Y.**, Ahmed, S., and Bee, A. (2022, Aug). The Social Dynamics of Selective Avoidance: An Examination of Unfriending Behaviors Amid the 2020 Presidential Election. Presented at *the Political Communication Division (PLCD) (Top Paper Session), the 105th Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference*, Detroit, the United States.
- **Wang, Y.**, Xia, X., Jaidka, K., and Margolin, D. (2022, July). Clash of Climate Change Discourse: Re-examining Climate News in the Background of US-China Relationship. Presented at *the 8th International Conference on Computational Social Science (IC2S2)*, Chicago, the United States.
- **Wang, Y.**, Nigen, A., and Ahmed, S. (2022, May). The Effects of Privacy Concern on Attitude Towards Digital Contact Tracing: A Moderated Mediation Study Considering Political Distrust and Technology Literacy. Presented at *the Mass Communication Division, the 72nd Annual International Communication Association (ICA) Conference*, Paris, France.
- **Wang, Y.**, Ahmed, S. (2022, May). Deepfakes as Powerful Disinformation: How Deepfakes Boost News Skepticism Through Deception and Attitudinal Changes. Presented at *the 72nd Annual International Communication Association (ICA) Preconference – Digital Asia: Civic Engagement in the Connected Asia*, Paris, France.
- **Wang, Y.** (2021, Sep). “Implanted Labels”: Google Searches and Global Warming Beliefs. Presented at *the 117th American Political Science Association (APSA) Preconference – Political Communication Section*, Seattle, the United States.

WORKSHOPS/CERTIFICATES

- MITx Statistics and Data Science MicroMasters Program** Aug.2022-Present
- Institution: MIT Institute for Data, Systems, and Society (IDSS)
 - Courses: Probability, Statistics, Machine Learning, Statistical Modeling
- SICSS Singapore 2022 (The Summer Institute in Computational Social Science)** June.2022
- Content: ethics of computational social science, collecting digital trace data, text analysis, online experiment, social network analysis
 - Project: Examining the turnover contagion of “leaving academia” on social media
 - Team Member: Catalina Udani, Gerard Yeo, Rakoon Piyanontalee, Tianyu He
 - Responsibilities: data collection (scraping Twitter data using API); data analysis (text analysis, social network analysis); proposal writing; project presentation
- CACTUS Workshop (Computational Analysis for Communication on Text, User-generated content, and Social networks)** Nov.2021-Jan.2022
- Instructor: Kokil Jaidka
 - Course Content: API, data collection, text analysis, sentiment analysis, topic modeling.
- ESMP 21-22(Emerging Scholars of Media and Politics)** Oct.2021-Nov.2021
- Project Advisor: Drew Margolin
 - Proposal Title: “Clash of Climate Change Discourse Between the US and China: Global Climate Governance from a Hegemonic Perspective”
 - Program Committee: Deen Freelon, Sarah J. Jackson, Daniel Kreiss, Charlton Mcllwain, Patrica Moy, Dhavan Shah, Stuart Soroka, Talia Stroud

PROFESSIONAL SKILLS

Computer Languages:

- Python, R, SQL (MySQL)

Computer Tools:

- SPSS, Gephi, Tableau, Excel (Macro, VBA), L^AT_EX (Overleaf)

Language Skills:

- Mandarin(native), English(advanced/bilingual)

AWARDS/HONORS

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| Top Paper (First Place) in the Political Communication Division (PLCD) | May.2022 |
| – the 105th Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference | |
| Certificate for Finalist in Humanities | May.2021 |
| – 2021 Spring Research Symposium, Cornell Undergraduate Research Board | |
| Research Honors | May.2021 |
| – Department of Communication, College of Agriculture and Life Sciences, Cornell University | |
| Dean's List | Jan.2020 |
| – College of Agriculture and Life Sciences, Cornell University | |
| Excellent Student Award | Dec.2018 |
| – China Agricultural University | |

GRANTS/SCHOLARSHIPS

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| Graduate Teaching Fellowship | Aug.2022-Present |
| – Amount: SGD \$1800 (Around USD \$1300) per month | |
| – Department of Communications and New Media, National University of Singapore | |
| Graduate Conference Funding | Nov.2022 |
| – Amount: SGD \$1500 (Around USD \$1000) | |
| – National University of Singapore & Ministry of Education, Academic Research Fund | |
| Student Work Scheme Stipends | Aug.2021-May.2022 |
| – Amount: SGD \$2500 (Around USD \$1800) | |
| – National University of Singapore | |
| AEJMC PLCD Travel Grant | Aug.2022 |
| – Amount: USD \$100 | |
| – Association for Education in Journalism and Mass Communication | |
| ICA Preconference (Digital Asia) Travel Grant | May.2022 |
| – Amount: USD \$500 | |
| – International Communication Association (ICA) | |
| ICA Michael Haley Travel Grant | May.2022 |
| – Amount: USD \$1000 | |
| – International Communication Association (ICA) | |
| Schwartz Scholarship | May.2020 |
| – Amount: USD \$1700 | |
| – Department of Communication, College of Agriculture and Life Sciences, Cornell University | |
| 2020 Undergraduate Summer Internship Grant | May.2020 |
| – Amount: USD \$1500 | |
| – Department of Communication, College of Agriculture and Life Sciences, Cornell University | |
| 1st Prize Academic Scholarship | Dec.2018 |
| – Amount: CNY ¥7000 (Around USD \$1000) | |
| – China Agricultural University | |

RESEARCH EXPERIENCE

SMOL (Social Media, Online behavior and Language) Project, Department of Communications and New Media, National University of Singapore Aug.2021-Present

- Supervisor: Kokil Jaidka
- **Project 1:** Instagram Engagement and Mental Health
- Responsibilities: data filtering and reaching out to participants for online experiments.
- **Project 2:** Echo Chambers on Twitter and Affective Polarization in the US
- Project Collaborators: Subhayan Mukerjee, Yphtach Lelkes (UPenn)
- Responsibilities: preparing the survey.

Risk Communication Lab, Department of Communication, Cornell University Feb.2021-June.2021

- Supervisor: Katherine McComas
- Project: Climate Change Literacy of Cornell Freshmen
- Responsibilities: Using Python to scrape all student responses from Canvas; Reading literature and developing the code sheet for climate change literacy analysis; Coding students responses into different dimensions of climate change literacy (content analysis).

Tech Policy Lab, Department of Government, Cornell University Feb.2021-May.2021

- Supervisors: Sarah Kreps, Baobao Zhang
- Project: Public Opinion on Contact Tracing Apps
- Responsibilities: Organizing the literature on Notion; Reading literature and writing memos on the public's trust towards medical technologies; Writing literature review concerning the development of contact tracing apps.

Virtual Embodiment Lab, Department of Communication, Cornell University June.2020-Nov.2020

- Supervisors: Angel Hsing-Chi Hwang, Andrea Stevenson Won
- **Project 1:** Motivations for Zoom Meeting Background
- Responsibilities: Coding respondents' qualitative answers into different categories (content analysis); Proposing the trends of responses under different scenarios.
- **Project 2:** Human-computer Interaction Research
- Responsibilities: Coding the transcripts of human-computer/ human-human communication into various levels of the perceived intelligence (content analysis).
- **Project 3:** Movement Data
- Responsibilities: Using R to visualize the data of participants' physical movements.

Climate Morality Project, Department of Communication, Cornell University Jan.2020-June.2020

- Supervisors: Celine Song (HKBU), Connie Yuan, Jonathon Schuldt.
- Project: Moral Dimensions of Tweets About Climate Change
- Responsibilities: Coding Twitter comments on climate change into different dimensions of moral foundations (content analysis for supervised machine learning); Identifying the blurred cases during coding and reporting them during the meeting.

Communication and Collaborative Technologies Lab, The Communication and Collaborative Technologies Lab, Department of Information Science, Cornell University Sep.2019-Dec.2019

- Supervisors: Luping Wang, Susan Fussell
- Project: The Mechanisms of Spreading Fake News
- Responsibilities: Reading designated literature; Proposing communication theories that might lead to new research directions; Writing memos and a final report for review and discussion.

Undergraduate Research Program (URP), China Agricultural University Feb.2019-June.2019

- Supervisor: Zhiqiang Luan
- Project: Investigated the application of WeChat official account in higher education (i.e., the relationship between student performance and their social media learning experience).
- Achievements: Collecting online survey data (N=490); Data analysis (SPSS); Proceeding publication: "The Status and Vision of WeChat Usage in Chinese Higher Education" in *the 12th Proceedings of URP-Related Research*.

TEACHING EXPERIENCE

- Communications, New Media and Society (NM1101E), Teaching Assistant** Aug.2022-Dec.2022
- Institution: Department of Communications and New Media, College of Humanities and Sciences, National University of Singapore
 - Instructor: Natalie Pang
 - Class Content: Communication Theories, Communication Technology and Social Changes, Marketing and Public Relations, Communication Designs.
 - Responsibilities: Grading assignments and exams; Tracking students' in-class performances; Holding TA sessions and office hours for students.
- Quantitative Methods for HR (BMH5101), Teaching Assistant** Jan.2022-May.2022
- Institution: Department of Management and Organisation, Business School, National University of Singapore
 - Instructor: Kim Sooyeol
 - Class Content: Descriptive Statistics, Probability, Discrete & Concrete Probability Distribution, Z-test & T-test, ANOVA & Correlation, Bivariate Regression, Multiple Regression, Logistic Regression
 - Responsibilities: Holding office hours for students; Tracking students' in-class performances.
- Introduction to Statistics, Teaching Assistant** Jan.2021
- Institution: GSS (Global Summer School)
 - Instructor: Peter Kempthorne (MIT)
 - Class Content: Descriptive Statistics, Probability, Correlation, Linear Regression, Multiple Regression
 - Responsibilities: Grading homework and exams; Holding R workshops and office hours for students

ACADEMIC SERVICE

- Program Director of 2022 CNM Graduate Conference (gCON)**, Department of Communications and New Media (CNM), National University of Singapore, Singapore Sep.2022
- Responsibilities: Drafting the schedule of the conference; Contacting the speakers; Making the programme booklet; Tracking the conference procedures.
- Journal Reviewer**, *Frontiers in Psychology*. Aug.2022
- Conference Reviewer**, the 17th International Conference on Web and Social Media (ICWSM 2022), Atlanta, Georgia April.2022
- the 75th Annual World Association for Public Opinion Research Conference (WAPOR 2022), Dubai, United Arab Emirates June.2022
- ICA Tech Squad Student Volunteer**, the 72nd Annual International Communication Association (ICA) Conference, Paris, France May.2022
- Program Supervisors: Jasmine Wu, Noshir Contractor
 - Responsibilities: Providing technical support to simulcast in-person sessions for ICA22.

NON-ACADEMIC EXPERIENCE

- Air Products and Chemicals, Inc.**, Marketing Intern, Shanghai. June.2020-July.2020
- The Cornell Daily Sun**, Business News Section, Student Contributor, Ithaca NY. Feb.2020-May.2020
- College Magazine**, Student Writer, Online. Sep.2019-Dec.2019
- Cornell Speech and Debate Program**, ILR School, Cornell University, Ithaca NY. Sep.2019-Dec.2019
- Edelman**, Digital Marketing Intern, Beijing. Dec.2018-Mar.2019
- CAU Debate Team**, China Agricultural University, Beijing. Sep.2017-May.2019