# Yifei Wang

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## RESEARCH INTERESTS

**Public Opinion, Political Communication, Political Psychology, Computational Social Science, Social Media, Political Polarization, International Relations, Climate Change**

## METHOD INTERESTS

**Social Network Analysis, Data Mining, Text Analysis, Topic Modeling, Sentiment Analysis, Time Series Analysis, Causal Inference, Natural Language Processing, Agent Based Modeling**

## EDUCATION BACKGROUND

**National University of Singapore**                                    Aug.2021–May.2023
– Degree: Master of Arts (by research)
– Major: Communication
– GPA: 4.75/5.0
– Advisor: Asst.Prof. Kokil Jaidka

**Cornell University**                                                      Aug.2019-May.2021
– Degree: Bachelor of Science (Distinction in Research)
– Major: Communication
– Overall GPA: 3.977/4.3 (Magna Cum Laude)
– Major GPA: 4.0/4.3
– Advisor: Assoc.Prof. Jonathon P. Schuldt
– Honor Thesis: "Implanted Labels": Google Searches and Global Warming Beliefs

**China Agricultural University**                                        Sep.2017-July.2019
– Degree: Bachelor of Arts (Dual Degree Program)
– Major: Communication
– Overall GPA: 3.9/4.0
– Major GPA: 3.78/4.0

## PROGRAMS/WORKSHOPS

**CACTUS Workshop (Computational Analysis for Communication on Text, User-generated content, and Social networks)**                         Nov.2021-Jan.2022
– Instructor: Asst.Prof. Kokil Jaidka
– course link: `https://github.com/kj2013/CACTUS_fall2021`
– course content: API, data collection, textual analysis, sentiment analysis, topic modeling, time series analysis

**Emerging Scholars of Media and Politics (ESMP 21-22)**                 Oct.2021-Nov.2021
– Advisor: Assoc.Prof. Drew Margolin
– Proposal Title: "Clash of Climate Change Discourse Between the US and China: Global Climate Governance from a Hegemonic Perspective"
– Program Committee: Dr. Deen Freelon, Dr. Sarah J. Jackson, Dr. Daniel Kreiss, Dr. Charlton Mcllwain, Dr. Patrica Moy, Dr. Dhavan Shah, Dr. Stuart Soroka, Dr. Talia Stroud

## PUBLICATIONS

– **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.* (Under Review)

– Ahmed, S., **Wang, Y.**, and Tully, M. (2021). Can Political Engagement Erode Electoral Trust? Examining the Relationship between Online Political Participation and Trust in Electoral Integrity during the 2020 US. *International Journal of Public Opinion Research.* (Under Review)

# PRESENTATIONS

– **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 72th ICA Annual Conference, Paris, France.
– **Wang, Y.** (2021, Nov). "Implanted Labels": Google Searches and Global Warming Beliefs. Presented at the 107th NCA Convention, Seattle, Washington, the U.S.
– **Wang, Y.** (2021, Sep). "Implanted Labels": Google Searches and Global Warming Beliefs. Presented at APSA Political Communication Preconference 2021, Seattle, Washington, the U.S.
– **Wang, Y.** (2021, Aug). "Implanted Labels": Google Searches and Global Warming Beliefs. Presented at the fourth annual Politics and Computational Social Science (PaCSS) conference, online.
– **Wang, Y.** (2021, May). "Implanted Labels": Google Searches and Global Warming Beliefs. Presented at the 71st ICA Annual Conference, Regional Hub-China (The 1st Workshop on Computational Methods in Social Science), Hefei, Anhui, China.
– **Wang, Y.** (2021, May) "Implanted Labels": Google Searches and Global Warming Beliefs. Presented at the Spring Symposium 2021, Cornell Undergraduate Research Board, Ithaca, New York, the U.S.

# PROFESSIONAL SKILLS

**Computer Skills:**
– Python, SPSS, R, SQL, Gephi, Excel (Macro, VBA), Tableau, AWS, LaTeX
**Language Skills:**
– Mandarin (Native), English (Advanced), Japanese (Elementary)

# AWARDS/HONORS

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| **Research Honors** | May.2021 |
| – College of Agriculture and Life Sciences, Cornell University | |
| **Certificate for Finalist in Humanities** | May.2021 |
| – Cornell Undergraduate Research Board | |
| **Schwartz Scholarship** | May.2020 |
| – College of Agriculture and Life Sciences, Cornell University | |
| **Dean's List** | Jan.2020 |
| – College of Agriculture and Life Sciences, Cornell University | |
| **1st Prize Academic Scholarship** | Dec.2018 |
| – China Agricultural University | |
| **Excellent Student Scholarship** | Dec.2018 |
| – China Agricultural University | |

# RESEARCH EXPERIENCE

**Digital Divide Program**, Department of Communications and New Media, National University of Singapore; Annenberg School of Communication, University of Pennsylvania                    Jan. 2022-Present
– Supervisor: Asst.Prof. Kokil Jaidka, Asst.Prof. Subhayan Mukerjee Assoc.Prof. Yphtach Lelkes
– Project:
– Responsibilities: data filtering, connecting participants,
**Risk Communication Lab**, Department of Communication, Cornell University          Feb.2021-June.2021
– Supervisor: Prof. Katherine McComas
– Project: Climate Change Literacy of Cornell Freshmen

– Responsibilities: Using Python to download 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

**Tech Policy Lab**, Department of Government, Cornell University                    Feb.2021-May.2021
– Supervisors: Dr. Baobao Zhang (post-doc), Prof. Sarah Kreps
– Project: The 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

**The Virtual Embodiment Lab**, Department of Communication, Cornell University        June.2020-Nov.2020
– Supervisors: Angel Hsing-Chi Hwang (Ph.D. student), Asst.Prof. Andrea Stevenson Won
– Project 1: Motivations for Zoom Meeting Background
– Responsibilities: Coding respondents' qualitative answers into different categories; 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 intelligence perceived
– Project 3: Movement Data
– Responsibilities: Modifying the R code framework provided by Dr. Won to visualize the data of participants' physical movements

**Climate Morality Program**, Department of Communication, Cornell University         Jan.2020-June.2020
– Supervisors: Assoc.Prof. Celine(Yunya) Song (Visiting Scholar), Prof. Connie Yuan, Assoc.Prof. Jonathon P. Schuldt.
– Project: The Moral Dimensions of Twitter's Comments on Climate Change
– Responsibilities: Coding climate change opinions on Twitter into four pairs of moral foundations; Identifying the blurred cases during coding and reporting them during the meeting; Coding Twitter comments on climate change into different sentiments and moral dimensions

**The Communication and Collaborative Technologies Lab**, Department of Information Science, Cornell University                    Sep.2019-Dec.2019
– Supervisor: Luping Wang (Ph.D. student), Prof. Susan R. Fussell
– Project: The Spreading Mechanism of 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: Assoc.Prof. Zhiqiang Luan
– Procedures: Investigated the application of WeChat official account in the current education industry; Collected 490 survey data and used SPSS analysis to test the correlation between student performance and social media learning habits
– Achievements: Found that WeChat is more frequently applied in the fields of formal education than informal education, especially considering online quizzes and official announcements; Published a paper entitled "The Status and Vision of WeChat Usage in Chinese Higher Education" as the 1st author in Twelfth Proceedings of URP-Related Research at ICB, reviewed and edited by the college URP council.

# TEACHING EXPERIENCE

**BMH5101: Quantitative Methods for HR, Teaching Assistant**                 Jan.2022-May.2022
– Institution: Department of Management and Organisation, Business School, National University of Singapore
– Instructor: Asst.Prof. Kim Sooyeol
– Class Content: Descriptive Statistics, Probability, Discrete & Concrete Probability Distribution, Z-test & T-test, ANOVA & Correlation, Bivariate Regression, Multiple Regression, Logistic Regression
– Responsibilities: Hold office hours for students, check attendance, and track students' in-class performances.

**Introduction to Statistics, Teaching Assistant**                                      Jan.2021
– Institution: GSS (Global Summer School)

- Instructor: Prof. Peter Kempthorne (Massachusetts Institute of Technology)
- Class Content: Descriptive Statistics, Probability, Correlation, Linear Regression, Multiple Regression
- Responsibilities: Grade homework and exams, hold R workshops and office hours for students

## NON-PROFESSONAL EXPERIENCE

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| **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 |
| **Edelman Company**, Digital Marketing Intern, Beijing. | Dec.2018-Mar.2019 |